

CHEMIST & DRUGGIST

The newswweekly for pharmacy

December 14, 1985

a Benn publication

Safeway pre-reg
scheme held up
by PSGB Council

RDC — two
pharmacies
for Yaxley — two
appeals fall

Guild offered
£2.1m for out
of hours duties

A.H. Robins to
sell Horsham
plant to Gx Ltd

Boots negotiate
to buy Farley

In the can:
PSNC's new
pharmacy video

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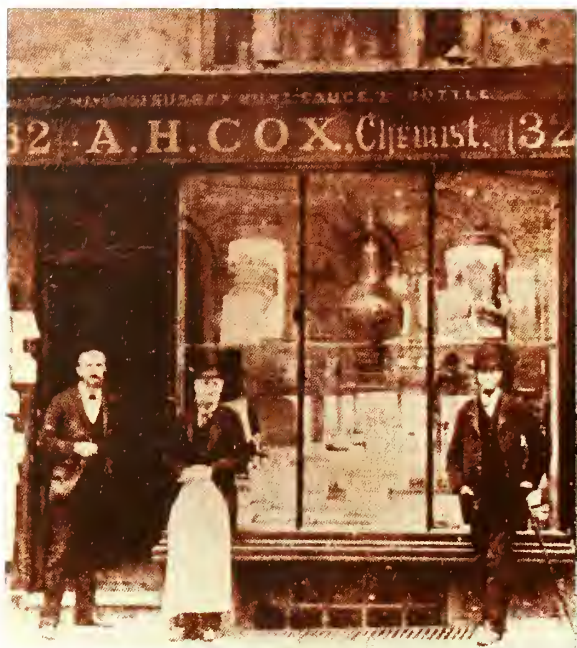
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COMMENT



Pharmacists seem to be gradually rolling back the areas left to dispensing doctors. This week, the Rural Dispensing Committee has granted outline consent to two pharmacists to open in Yaxley, Cambs (p1095); in past months large areas of "rural England" have been reclassified as "urban" by the Committee.

But it is not all success. The Secretary of State has dismissed the appeal of Miss Rosemarie Finch whose application to open a pharmacy on the Bucks/Beds border was turned down by the RDC in June.

Miss Finch's case has followed the pattern of so many. By the time her application was in, local interested parties had been converted to the cause of the threatened dispensing doctor. We hear reports of village hall meetings held to decide "what the people want"



— but this choice is often presented as a new pharmacy, or their local, friendly GP in "difficulties". All in all, doctors seem to be faster off the mark when it comes to fighting for the dispensing in rural areas. What it boils down to is hard PR work by GPs locally.

Local approval is important, and it seems essential that once a pharmacist decides to open a pharmacy in a controlled area, he should seek the support of the local pharmaceutical committee.

He should then "get in with" the community health councils, the parish councils, the family practitioner committee, the local chamber of trade (if there is one), and blaze abroad the benefits of community pharmacy, before being put on the defensive and having to justify the profession in the face of prejudice.

This week has also seen the upholding of an RDC decision in Blandford Forum to allow three pharmacies to fight for the business that supported two. In this, they could be considered to have acted a little like the new contract's pharmacy practice sub-committees are expected to. Early evidence, then, that the "rational location" envisaged by the Government in rural areas will not stop leapfrogging if it is done in the name of providing a better, all-round pharmaceutical service.



Council block Safeway pre-reg scheme

Safeway have had to postpone plans to take on preregistration students because the Pharmaceutical Society Council has supported a recommendation which means their premises are unlikely to be approved for preregistration training.

Safeway had hoped to take on a number of sandwich course students from Bradford University in March, but have scrapped the idea after hearing the outcome of this month's Council meeting.

In October Safeway's pharmacy superintendent asked for a Council ruling, relating to the approval of premises for preregistration experience, on the sale of GSL medicines outside, but close to, the registered part of the premises.

The Council resolved: "That to meet the approval criteria, that part of the store from which medicines are sold or supplied must be registered as a pharmacy, and that such sales must conform with appendix C of the Notes for Guidance (which requires that in preregistration establishments all medicines should be sold from a location where the pharmacist can intervene in the transaction).

The pharmacy superintendent asked Council to reconsider the decision, on the grounds that no objection had been taken to the sale of tobacco products in the non-registered part of the premises, and that policies concerning the sale of all medicines, including GSL products, should relate only to the activities within the registered pharmacy. The head of the Society's law department, Mr Gordon Appelbe, shared this view. (In Safeway stores only the dispensary and chemist counter area is "registered," so GSL medicines, while on nearby shelves, are not technically in the pharmacy.)

However, members of the Education Committee felt strongly that the sale of GSL medicines outside the registered pharmacy was not an acceptable environment for preregistration graduates. There would be no control on the future extent of such sales. The Education Committee recommended that the previous policy should be maintained.

Mr D.A. Wood, Safeway's pharmacy superintendent, says the company is "very perplexed" by the decision. The training programme submitted was of a high standard, as are the company's pharmacies, he says.

"Safeway feel there may be some misunderstanding by Council of their pharmacy operation, and will, therefore,

invite colleagues from the Society to their registered premises to find an early solution to the problem," he told *C&D*.

The situation was no different than in a number of other major pharmacy chains, except there the whole shop was registered, rather than just a part, he said. "We've been hard done by. Other premises breach the same guidelines. Council has dual standards."

Safeway were keeping their options open on future action, Mr Wood said, but were anxious to train their own pharmacists. "I do not see what can be gained from Council's decision."

At this month's Council meeting Society President Dr Geoff Booth, while declaring an interest, said he believed the Committee's decision was wrong. The academic members of the Education Committee had voted as a group against the apparent logic displayed by those who had voted for the recommendation. Dr Booth asked for the decision to be reconsidered. If it was an anti-supermarket vote then the gesture was pointless.

Mr Balmford said there was not an anti-supermarket vote. People did not know that the part of the supermarket they had walked through was not a pharmacy. They could be lulled into believing they were buying medicines from a pharmacy source when they were not.

Mr Walker supported Mr Balmford. The question was whether one would approve premises for preregistration training where GSL medicines were outside the pharmacy area. To allow preregistration training in such a place could create a precedent which might have dire effects in the future.

Mr Davidson supported the president's view, and suggested that pharmacy must change with the times. There would be more and more "in-store pharmacies." In the past, the Society had only registered physical premises, but now it registered places that had no physical barriers. If one accepted that physical barriers need not exist then it was difficult to talk about the sale of GSL medicines in premises under control of the pharmacist.

The recommendation was adopted. Four Council members voted against.

Legislation on contract soon?

There is increasing speculation that the Government may introduce new primary legislation this session to implement the recently postponed new contract.

Recent legal setbacks with the opticians and the loss of the HD scheme appeal, coupled with the contract debacle, make the prospect of a health bill this session more likely. Mr David Sharpe, PSNC chairman says: "My impression is that there is a better than even chance of legislation this session."

■ The Nuffield report is expected in early March. The inquiry team is holding its last meeting in January.

IoM motion...

The Isle of Man branch of the Pharmaceutical Society has entered the following motion for debate at the 1986 Branch Representatives Meeting, according to Mr Charles Flynn, treasurer:

"That this meeting urges the Society to use its best endeavours to set up in association with the relevant bodies an organisation modelled on similar lines to the British Medical Association to represent all pharmacists in contractual, commercial and professional matters, particularly on issues which the Society is unable to enter into because of limitations imposed by its Charter."

GP script fees

Doctors have agreed new dispensing fees, backdated to June 1, with the Department of Health.

Those who dispense less than 400 scripts a month now receive £0.693 per prescription; at the other end of the scale those dispensing more than 4,000 scripts receive £0.545. There is no change to the on-cost allowance of 10.5 per cent or the 3.8p container allowance.

Memorabilia

The badge of office of the president of the British Society for the History of Pharmacy, owing to its unique design and craftsmanship, has been deemed worthy of inclusion in an exhibition at the Victoria & Albert Museum.

Two pharmacies for Yaxley

The Rural Dispensing Committee has granted preliminary consent to two Peterborough pharmacists to open pharmacies in the village of Yaxley, Cambridgeshire.

In deciding in favour of the pharmacists, Mr N.P. Patel and Mr M.R. Bhimani, the RDC recognised there would be a big impact on the dispensing doctor practice that currently serves Yaxley. But the proper provision of medical or pharmaceutical services in the area would not be prejudiced. With regard to the pharmacists' applications, the RDC granted both as there were "no grounds for establishing a prejudice for either."

Appeals fail in Edlesborough...

The Secretary of State has turned down an appeal against a Rural Dispensing Committee decision not to allow a pharmacy to open in the Edlesborough and Eaton Bray area on the Beds/Bucks border.

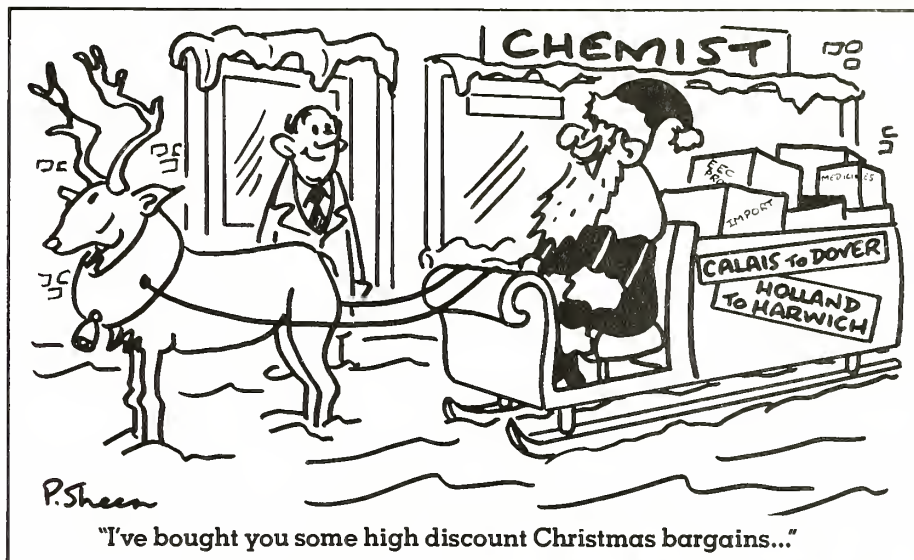
Miss Rosemarie Finch, who has a pharmacy in Dunstable, had applied for outline consent for the area, which has a population of around 4,000 "and growing" but was turned down on the grounds that a pharmacy would prejudice a dispensing doctor practice.

"It would appear that the Secretary of State has endorsed the principle that a GP is entitled to subsidise a newly formed marginal medical practice by dispensing income," Miss Finch told *C&D*. This very argument was used by the doctor and accepted by the RDC. However, shortly afterward, the doctor acquired a thriving established practice in Tring, some eight miles away, in addition to his rural practice.

"Although this changed the whole basis of the case, the RDC's original decision was, to my amazement, upheld."

Miss Finch feels her case has lessons for other pharmacists applying for consent in dispensing doctor areas, particularly the importance of influencing key people in local affairs.

"The community I applied to dispense in straddles the county border and the doctor exploited this to the full," she says. "Well before local pharmacists were aware of what was being planned the doctor enlisted the support of the



secretaries of two parish councils, two community health councils, the Women's Institute, the local medical committees and the family practitioner committees. As a result, when I came to approach these people I was met with obstruction and downright rudeness in nearly every case. There was no willingness whatsoever even to consider the case for a pharmacy."

Miss Finch had to get a local meeting convened herself, after which she received a lot of support from the villagers.

...and Blandford

The Secretary of State has dismissed an appeal against a Rural Dispensing Committee decision to allow the opening of a third pharmacy in Blandford Forum, Dorset.

The RDC had granted the application by T. Bewick Services, trading as Coopers Dispensing Chemists, for premises adjacent to a practice of non-dispensing doctors. The opposition to the application was based on the threat to the viability of the two existing pharmacies — run by Christopher Taylor Ltd and E.M. Thornton (Chemists) Ltd. The RDC said it was only in its remit to decide whether the pharmaceutical services would be prejudiced and, in its view, granting permission for a third pharmacy would not.

However, it appears there will be only two pharmacies in Blandford Forum after all. *C&D* understands that Mr Michael Thornton and Mr Taylor have come to an amicable arrangement with Coopers to take over their lease.

■ The Association of the British Pharmaceutical Industry has sponsored a schools' guide to medicines and drugs.

The booklet, aimed at teenagers, explains the use and benefits of medicines and points out the dangers of drug abuse.

No injunction for Wyeth

A bid by John Wyeth & Brother to oust a "look-alike" of its big-seller lorazepam, from the market, failed in the High Court in London last week.

Mr Justice Whitford refused to grant an immediate injunction banning generic manufacturers, M&A Pharmachem of Bolton, from selling the drug in the same combination of colour and shape as the Wyeth product. Wyeth's lorazepam is supplied in blister packs; M&A supply their product in small bottles.

The judge said he was "far from satisfied" that Wyeth had an arguable case that its particular colour and shape of pill was recognized by patients as indicating some manufacturing source.

But his main reason for refusing an interim ban was that any damage suffered by Wyeth in lost sales would be easier to quantify than the possible loss to M&A from being kept out of the market.

The judge said there was a "perfectly sensible reason" when marketing generic drugs to adopt a "get-up" or "format" which was familiar to the patient. "This is particularly with tranquillisers where the appearance of a pill of different shape or colour immediately leads to an increase of those very anxieties which it is hoped consumption of the tablet will avoid," he said.

The court had been told by Mr Geoffrey Hobbs, for M&A, that the introduction of generic prescribing by the DHSS last April with the aim of reducing the NHS drugs bill "spoke in favour" of generic sales. There could not be effective generic competition unless the same colour could be used.

The judge said he would be prepared to order a speedy trial of Wyeth's action, which should mean that it could be heard in about six months time.

Guild offered £2.1m to settle out of hours

The Guild of Hospital Pharmacists has been offered £2.1m to settle the long-running out-of-hours dispute, in a new scheme put forward by management.

In a statement put to the Whitley Council meeting on December 6, the management side offered £1,000 on the basic grade and £500 on the staff pharmacist scales agreed last week, in return for a "liability" to provide out-of-hours services when required. Management side said such a weighting towards the basic and staff grades was necessary "to alleviate the acknowledged recruitment difficulties."

They also envisaged the scrapping of late clinic fees and special duty payments, while retaining a compensatory time-off-in-lieu provision.

In response, the Guild is asking for reactions from members, but regards the management side's proposals as a potentially positive one. In a letter to Guild groups, divisional officer Ms Donna Haber says: "It now appears that management side are willing to enter into genuine negotiations and they are also willing to put money on the table. This is, in our view, real progress and we are very pleased about it."

Staff side have a number of reservations to the new proposals and are recommending that negotiations continue on the basis that they wish to see an increase in the amount of money on offer, an offer to grades above the staff grade — they too are involved in emergency duties, a point management side have taken on — and that they can find a form of words to describe the proposed "liability", which will protect members. Staff side did not feel that each and every pharmacist (including part-time staff) should be liable to provide out-of-hours services.

"We are asking members if they want us to proceed along these lines," staff side chairman Bob Timson told *C&D*. "At present we have no mandate to do so."

PSNI non-payers removed

Pharmacists and students who have not paid their retention fee to the Pharmaceutical Society of Northern Ireland for the current year had their names removed from the Register last Monday. The decision to do so was made at November's Council meeting.

The Ethical and Law Committee met on November 18 to discuss parallel imports. The chairman, Mr J.P. Beagon, requested that the report to Council should be held over to December to allow the committee to continue its discussions.

The proposed weekend conference, which it is hoped to hold during June 1986, was discussed. Its theme will be "Pharmacy — the present and future role," and will include discussion of the Nuffield Report and the Green Paper on community health care.

The following applications for registration as students were granted: Amanda Dawn McCullough, 73 Russell Drive, Lurgan, co Armagh. Nicola Helena Sara Martin, 66 Banbridge Road, Lurgan co Armagh. Marbeth Isabel Stevenson, 149 Doagh Road, Ballyclare, co Antrim. Carolyn Thornbury, 21 Pollock Drive, Lurgan, co Armagh.

The following applications for reciprocal registration under the agreement which exists between the Pharmaceutical Societies of Great Britain and Northern Ireland were granted: Claire Anne Gilligan, QUB Houses, 8 Beechlands, Belfast BT9 5HL. Karen Sloan, 17 Strifehill Road, Cookstown, co Tyrone BT80 9AN.

A committee meeting was arranged to discuss the maintenance and redecoration of the Society's House.

Messrs Cleaver Fulton and Rankin, and Goldblatt & Co have been reappointed solicitors and auditors respectively for the year 1985/86.

Call for review of limited list

Lord Whaddon (SDP) called on the Government last week to review the limited list with a view to widening the range of brand name products available on the NHS.

He said the list in its present form had inflicted an "appalling blow to the British pharmaceutical industry and its export efforts." He stressed: "If you restrict the products which are approved in the UK, you have a much weaker case for telling foreign clients they should be buying those drugs."

Fewer would-be pharmacists?

Applications to study pharmacy are running 9.6 per cent down on last year at the stage where half the total applications have usually been received.

On November 15, 1,662 had applied for pharmacy courses through the Universities Central Council on Admissions, compared with 1,839 at the same time last year. Total applications are down 4.5 per cent.

Net gain of 25 in November

There was a net gain of 25 pharmacies in Great Britain in November, with 38 businesses opening up. The total number of premises on the Pharmaceutical Society's Register now stands at 11,424.

In England 27 pharmacies opened up and eight closed down; London showed no net gain with five closures and five openings. Four businesses opened in Scotland and two in Wales.

Nervous system drugs top list

Preparations acting on the nervous system were the most widely prescribed drugs in 1983, according to a report published last week.

Hypnotics, sedatives, tranquillisers, anti-depressants and minor analgesics together accounted for 67,969,000 of the total 315,275,000 items dispensed on the NHS in England. The next most frequently prescribed class was preparations acting on the cardiovascular system and diuretics (53,128,000). The total net ingredient cost of the latter was the highest of all therapeutic categories at £246.834m.

Proprietary preparations accounted for 81.5 per cent of prescriptions, a slight fall of 0.4 per cent over the previous year. Non-proprietary preparations accounted for 16.1 per cent, an increase of 0.4 per cent, and dressings, appliances, hosiery were static at 2.4 per cent of prescriptions.

The report, "Health and Personal Social Services Statistics for England: 1985 edition" (HMSO £7.75), also notes that 89 pharmaceutical service cases were investigated in 1984, with breaches being found in 70, the highest number recorded for the five years mentioned. Remuneration was withheld in 19.

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Supply problems for drug store

A Suffolk drug store in a controlled locality serving a population of 2,000 may have to close because its local pharmaceutical wholesaler, Grimwade Ridley, is no longer permitted to supply medicines to it following its recent takeover by Vestric Ltd.

Proprietor Mr R.D. Alliban runs the 350 sq ft drug store as a pseudo-pharmacy carrying over 400 medicinal items which account for more than two-thirds of turnover. The only other source of GSL medicines in Debenham is a small supermarket and a newsagent. A three-man dispensing doctor practice serves an extensive area surrounding the village, which contains a new housing estate and a quota of "landed" gentry.

Mr Alliban says he is concerned — as are the local dispensing doctors — that the locals will no longer have access to the range of OTC medicines he supplies. He claims also to stock a full range of baby products and not to cut-price toiletries.

"I believe a lot of old people will be disadvantaged. There are only three buses a day making the hour-long trip to Ipswich."

The nearest pharmacy is over ten miles away in Eye, and is not accessible by bus from Debenham.

The shop is 300 years old with a traditional pharmacy front and was last operated as a chemist before the war.

Chemist knifed in shop raid

A London pharmacist was robbed and stabbed in full view of his staff on Monday.

Kirtikumar Shah from the High Holborn branch of Ormond Pharmacy Ltd was attacked by three black youths brandishing six-inch knives. They threatened the rest of the staff before escaping with £500 from the shop's cash box.

The incident happened about 4.45pm and the police have full descriptions of the youths, all in their early twenties. A hospital spokesman said Mr Shah's condition is stable and improving steadily.

■ Vetalar (Parke-Davis Veterinary) has been deleted from *C&D Price List*. The product has not been discontinued, but is only supplied to veterinary surgeons.

Ridiculous FPC threats...

I have just had a few scripts returned for blacklisted items I dispensed by mistake. Two for products ordered by their brand names. In the event, my GP rewrote the scripts using generic titles to cover me for the branded product I dispensed in the first place. The patient, of course, received what the doctor ordered. A couple of other items were not covered. I lost out on them. But what really sticks in my craw is the statement that, if I should accidentally dispense a product (three months ago) in its blacklisted form, even though it is on an FP10 written by a GP, and would have been dispensed against its generic title anyway, I am liable to be hauled up before a service committee for being in breach of my contract.

All I can say is that no pharmacist worth "tuppence" could serve on such a committee called by an FPC to hear such a case. He would of course send apologies. Since we are having local pharmaceutical Committee elections soon, it will be as well if we check with prospective and sitting members, and the secretaries of LPCs, to have their assurances of co-operation, or rather non-co-operation.

Our whole situation is becoming totally intolerable. With a 12in pile of Drug Tariff bump on my reference shelf, finding correct information on what can or can't be done is about as easy as finding a particular paper in a New York tickertape welcome for heroes.

Squashed frogs...

There was a letter last week which attempted to show a method of combatting the leapfrogger. The reasoning was that as scripts represented about 65 per cent of our turnover — a low figure I would have thought — and, allowing for price regulated goods, pharmacies who were threatened could easily slash the prices of the remaining 10-15 per cent goods and so damage the viability of the interloper. I don't want to be unkind, but assuming a normal profit on return of 25 per cent on those items, on a turnover of say £200,000, the damage to the price cutter would diminish his net profit by £5,000-£7,500. This is excluding any loss from lost scripts.

He might be able to sustain this loss or he might not, but such thinking, while it has some place in the fight for survival,

overlooks the prime reason for leapfrogging. A reason which has precious little to do with our retail activities. The whole point of "leapfrog" is to get established in premises which intercept the flow of prescriptions from surgery to other pharmacies. Even losing a Basic Practice Allowance of £3,000 is not too much of a disincentive, if you collar 3,000-4,000 scripts a month from the start and generate traffic and retail sales.

From a survey I did some time ago I learned that loyalty, service and/or deep price cutting are further down the list of priorities for people who have to use a pharmacy than we might like to believe. It came as a shock to be told, time and time again, that convenience is the prime reason for people shopping with a particular business.

In fact, on the basis of this survey, I was able to make changes in my price cutting policies which produced a most satisfying increase in net profit.

Believe it or not, I put on an increase in turnover following the improved image. I'm not saying you should not try to knock the interloper by any means available. I do suggest, however, that for the person clutching a prescription, the price of the eggs you sell is not terribly important if it is pouring with rain, and there is a nice new pharmacy inviting him in, right opposite the doctor's surgery.

The only action likely to succeed is national action; on the lines of the new contract proposals. This is why those who saw their opportunities threatened were so vociferous in their opposition.

Rolling stones gather moss?

However, to those sorely afflicted pharmacists in Llandudno, may I suggest a vigorously promoted campaign against the opening of a pharmacy in the new Asda store, using the theme "Rolling stones gather no moss." The only way to prevent the opening is at the planning level. Kick up an almighty noise in all available media, so as to arouse real public concern at what is being done to local pharmacies.

The publicity from the National Pharmaceutical Association might just have awakened enough public awareness by now to make an informed public reaction a distinct possibility. I wish our colleagues well. Act together. Get the choirs out. Spend some money — £2,000-£3,000 each would be cheap, and allowable against tax, and would certainly increase awareness... If it was handled by a PR firm with a bit of Welsh fire in its belly.

Acnidazil in the spotlight

Janssen Pharmaceutical OTC division will next year develop their above the line support of the Acnidazil brand following a "successful" test advertising campaign this Autumn.

The campaign will be concentrated in the months January to March and September to December. Advertisements will appear in major teenage weeklies including *Smash Hits*, *Just 17*, *Mizz* and young women's monthlies including *Company*, *Cosmopolitan*, *Look Now* and *Over 21*. The ads will feature the copyline "Spot on for acne." The Press campaign will be supported by repeated bursts of advertising on Radio Luxembourg.

Bonus deals and POS material are available to pharmacists. A slight pack change means that the brand name has been enlarged, and now appears on all sides of the pack. *Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ*.

Stubit out from Pickles

J. Pickles & Sons have introduced Stubit tobacco smokers' lozenges (24, £0.99). The company which previously marketed stoppers lozenges, says recent government publications regarding the damage done to the public's health through smoking, has led them to launch their own preparation.

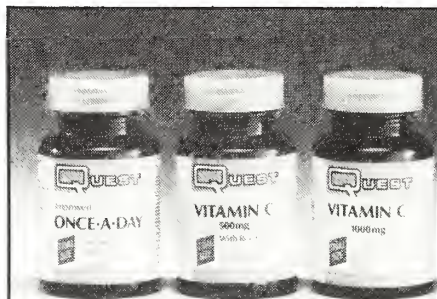
Stubits are packed in a black and red 24-pack counter unit. Consumer leaflets giving facts about Stubit and smoking, plus a display leaflet, are available, *J. Pickles & Sons, 62 High Street, Knaresborough, N. Yorks HG5 0EA*.

New formats for Smilax

Davina Sport & Fitness have introduced three new Smilax officinalis sarsaparilla products to their range.

Davina have combined it in three new formulations: tablets (100, £2.87), liquid extract (30ml, £2.76) and liquid compound (150ml £4.35).

All the formulations offer a 33½ per cent profit margin on retail, says the company. *Davina Sport & Fitness, 1 Cambridge Court, Cambridge Street, Sheffield S1 4HN*.



Quest have introduced a flashed "trial size" pack of their six most popular vitamin and mineral supplements — vitamin C 500mg and 1000mg time release, one-a-day multivitamins, synergistic zinc, synergistic iron and synergistic selenium (all 30, £1.95). During December Quest are offering special bonuses allowing retailers 50 per cent on return when including "trial size" in their orders. Leaflets, shelf talkers and window posters are also freely available. *Quest Vitamins (UK) Ltd, Unit 1, Premier Trading Estate, Dartmouth Middleway, Birmingham B7 4AT*.

SCRIPT SPECIALITIES

Lyof foam C dressing

Manufacturer Ultra Laboratories Ltd, Tribune Drive, Sittingbourne, Kent ME10 2PG

Description Combines standard Lyof foam with a layer of carbon and an additional outer envelope of polyurethane foam to form a composite carbonaceous wound dressing. The carbon layer consists of activated carbon granules sprayed onto a viscose non-woven base, and is specially formulated to adsorb organic odours

Uses Management of wounds with offensive odours, particularly leg ulcers, decubitus ulcers and fungating carcinomas

Procedure As for Lyof foam, but use with carbon (dark) side uppermost. May also be used on top of other dressings purely to adsorb odour

Packs 10 by 10cm (8 by 25, £168 trade) and 20 by 15cm (4 by 20, £149.72 trade)

Supply restrictions Not yet available on Drug Tariff

Issued December 1985

Bezalip Mono

MCP Pharmaceuticals are introducing a 400mg bezafibrate tablet — Bezalip Mono (28, £8.72 trade). The company says that there is evidence to suggest a diurnal

Festive adverts for Bisodol

"Bisodol beats indigestion — fast!" commercials are appearing on Yorkshire, Tyne Tees, HTV, Anglia and Ulster Television throughout the festive season.

Advertisements are being placed in the national press for this week to support the television campaign. And seasonal showcards are available for point-of-sale. *International Chemical Co Ltd, Chenies Street, London WC1E 7ET*.

No. 10 promotion

The Castellan No 10 range is being promoted 14 to the dozen (single dozens) and 15 to the dozen on 12 dozen orders until February. Advertisements will be in the *Liverpool Echo* and *Daily Post* from December 24. *Ayrton Saunders plc, 34 Hanover Street, Liverpool*.

rhythm in lipid levels, and a once daily 400mg dose in the evening is as effective as the standard 200mg three times a day. *MCP Pharmaceuticals Ltd, Simpson Parkway, Kirkton Campus, Livingston, West Lothian EH54 7BH*.

BRIEFS

Pharmacia are adding a solution preparation to their Calmurid range. The indications for the solution (125ml £3.95 trade) are as for other Calmurid formulations. *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ*.

Elemental 028 and Elemental 028 flavoured have now been passed by the Advisory Committee on Borderline Substances for use in the following conditions: short bowel syndrome; intractable malabsorption; pre-operative preparation of patients who are undernourished; treatment for those with proven inflammatory bowel disease; treatment following gastrectomy and dysphagia; bowel fistulae. Not suitable as a sole source of nutrition for older children, unsuitable for all infants under one year. *Scientific Hospital Supplies Ltd, 38 Queensland Street, Liverpool L7 3JG*.

New size Derbac shampoo: The 50ml bottle is being replaced by a 75ml size (12s £9.38 trade). *International Laboratories Ltd, Wilsom Road, Alton, Hampshire*.

Chemist & Druggist 14 December 1985

Gx: Always available.

GP's like the Gx Range and are prescribing the products more and more. There is a direct ordering system so that every pharmacist can carry Gx and take advantage of this rapidly growing new market.

Dial 100 and ask for Freefone Gx to order your special Introductory Starter Pack. You will be offered:

- *90 days free credit.*
- *Sale-or-return – no financial risk.*
- *Substantial discounts.*

Remember:

- *Gx Brands are reimbursed at full Gx list prices.*
- *Gx Brands are here to stay.*
- *Gx Brands are available throughout the UK.*

DEMAND GROWS – CALL FREEPHONE Gx . . . NOW.

DIAL 100 ASK FOR
Freefone

A member of the Glaxo Group

of Companies



Compliments over the counter

Napp Laboratories consumer products division are relaunching Compliment B₆ Continus tablets in January in a new counter pack in line with its change to GSL status (28 calendar pack £2.49).

The product had built up to 500,000 units a year as a 'P' product detailed only



to doctors before being blacklisted, says Peter Murray, product manager. Since then supplies seem to have been kept in the dispensary and the change from P to GSL is designed to counter this. "Women are using B₆ out there and we wanted our brand out on the counter," says Mr Murray.

A counter tower dispenser and a shelf-talker will also be available, carrying leaflets explaining the Continus release technology.

Napp plan a women's Press campaign later in the year. *Napp Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge CB4 4BH.*

UK looks sharp in razor sector

The UK leads the field in disposable razors — a major growth area in European shaving products — says a Market Direction report. Disposables account for about 60 per cent of total blade sales in Britain, compared with 38 per cent in the US and just over 10 per cent in West Germany.

The international market for shaving products is unspectacular, with new product developments within total sales

creating a small number of impressive growth segments, says the report, which looks at the US, UK, West Germany, France and Italy.

The basic end of the market (razors and creams, etc) has attracted growth during the 1980s as a result of young males rejecting electric shavers in favour of disposable razors, say the surveyors. This, with growth in the less developed men's fragrances sector, has been partly due to men accepting the idea of male eau de toilettes and colognes.

The French market is world leader in men's fragrances, and the US in shaving products, according to the report. France's importance is based on its cologne sector, which now has a retail value of over 1bn francs a year. The total UK market for all male fragrances was worth just £100m in 1984.

Market penetration of men's fragrances (the proportion of men using regularly) tends to vary, but in the UK, usership of aftershave is well above 50 per cent with colognes closer to the 25 per cent mark. In the US, developments in shaving products are on the drawing board, many of which are to be tied in with skin care. New blades are being launched for sensitive skin and new fragrance lines cut right across the aftershave, cologne and skin care markets. The growth in disposables, however, has largely been at the expense of the rest of the shaving category, say Market Direction. This, they believe, is likely to be the case with any razor product introduced in the future. *Report 6.8 "Men's Shaving Products," Market Direction, 87 Turnmill Street, London EC1M 5QU (£650).*

Glory of the Aigner garden...

Etienne Aigner are launching a range of up-market cosmetics for Spring 1986.

The Exotic Garden Collection comprises new colours for eyes, nails and lips in shades they say will complement next season's fashion trends. Four powder eye shadow trios are being introduced — coral reef, indigo mystery, papaya cocktail and delicate gauve — retailing at £9.95. Matching lipsticks and nail lacquers in orchid red, coral rose, burning chili, and grenadine glow retail at £5.95. A new tropic marachino powder rouge retails at £7.95.

Selling in starts in January and the products will be in the shops from March. Point of sale material will be available from *Victor Mens Toiletries Ltd, 153 Shepherd's Bush Centre, London W12.*

Numark prices — January freeze

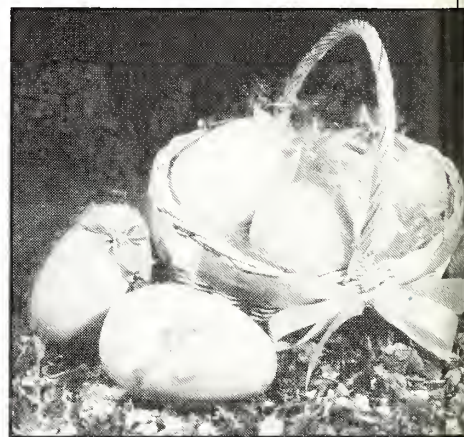
The next Numark price freezer campaign will run in-store from January to the end of April. Products include Alberto VO5 Crystal Clear hairspray 175ml; Arrid extra dry aerosols; Bic disposable razors 5's; Cosifits Toddler 24's; Poly Range of colorants £1.85; Sunsilk hairspray 180ml and styling mousse 100ml.

Special merchandising materials for each product plus a window poster will be included in the first Numark national promotional merchandising kit of the New Year. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.*

Spring-board for Bronnley

Bronnley Almond Oil display material for Mother's Day and Easter promotions will be available in January.

An Easter gift package of three soaps



(£4.95) is on offer. Bronnley are also supplying a larger display basket which holds 18 soaps (£1.25 each) and a backing board for Mother's Day which can then be reversed for "Spring and Summer gift offers". *Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

Brewhurst start taking the bran

From January 1, Brewmaster take over the UK distribution of Meadow Farm toasted bran (200g £0.86). *Brewhurst Health Food Supplies, 45 Station Approach, West Byfleet, Surrey.*

**Celebrating
35 years
of head lice control**



Britain's outstanding head lice treatments now stand out even more.

Britain's leading head lice treatments deserve maximum prominence behind the counter.

So we've given them eye-catching new packaging and in-store merchandising to help them sell right off your shelves for maximum profitability.

The whole PRIODERM and CARYLDERM INSECTICIDE RANGE now sports this bright new style, including two new developments, FAMILY TREATMENT KITS and new formula CARYLDERM SHAMPOO.

A brand new approach to family head lice control, family treatment kits are specially designed to boost

sales. They include a nit comb, plus advice and instructions on the benefits of the total 2-hour kill of lice and eggs.

And to help you get the message across, there's also a colourful counter leaflet that educates and informs on family infestation.

It's part of the FREE merchandising pack that's available if you contact us now. And part of our commitment to effective head lice control through you the pharmacist.



PRIODERM®
LOTION, SHAMPOO AND FAMILY
TREATMENT KIT

CARYLDERM®
LOTION, SHAMPOO AND FAMILY
TREATMENT KIT

Further information is available from:

NAPP Napp Laboratories, The Science Park, Cambridge CB4 4BH Member of the Napp Pharmaceutical Group
 (B) Prioderm and Carylderm are registered trade marks © Napp Laboratories Limited 1985
 Prioderm Lotion and Shampoo contain Malathion. Carylderm Lotion and Shampoo contain Carbaryl

Kleenex tissues £4m wipe-up

A £4m advertising and promotion budget will support the Kleenex facial tissue range throughout 1986.

Spearheading Kimberly-Clark's drive to increase their share of the £100m facial tissues market will be a £1.5m television and radio campaign. A new 40-second commercial will create a more emotive response towards the product range, says the company. A combined television and radio schedule will launch the campaign.

The television commercial features a small Italian boy, his grandmother, a sleepy Italian corner shop and an onion and carries the copyline "Kleenex: softness is our strength."

The campaign breaks nationally at the beginning of January. Further bursts are planned during the year which will be supported by radio commercials. Kimberly-Clark Ltd, Larkfield, Nr. Maidstone, Kent.

Leichner in a new light

Leichner aim to increase their impact on-counter with some new packaging and stands with the February launch of their Hollywood Greats Collection and their first colour advertising in women's magazines for many years.



Nailgloss (£1.85, eight shades) and black and gold compacts (six shades including brushes and applicator) have been repackaged in line with the recent lipstick revamp (£1.50). Also new are two-timer powder eyeshadow duos in six colourways (£1.50) and eight shades of cheek tricks powder blushers (£1.50).

A compact stand-alone counter tester

bar is available along with delivery of POS units which are available by negotiation.

Extra long eyepencils called match stix (£1.15) and long-lasting matt finish licks stix, in three shades at £1.50, complete Leichner's new look.

The magazine advertising will include colour spreads in *Over 21*, *Look Now* and *Company* with the copy line "It's for you to create the drama of Leichner." Leichner, 202 Terminus Road, Eastbourne, Sussex BN21 3DF.

Tosara push babycare

Tosara Products are increasing their promotional programme to professionals and new mothers, through the 60-second commercial shown as part of the Bounty Vision programme.

The company will be taking part in over 35 exhibitions throughout the country in the next 12 months, which is a 25 per cent increase on last year's activities, and will be advertising in professional journals. New informative literature and posters have been produced. Distributed by David Anthony Pharmaceuticals Ltd. Tosara Products (UK) Ltd, PO Box 5, 70 Picton Road, Liverpool L15 4NS.

Three for Funel

Funel have created three Parfums d'ambience under the Funelia name: La fete des roses, Une fraicheur florale and Un jardin oriental. Presented in glass atomizers, the air fresheners retail at £4.95 each. Funel are now handled in the UK by Prestige Sales and Marketing Ltd, PO Box 398, Northfield, Birmingham B31 2JP.

Say cheese, say Milupa

Two new tea time savoury meals based on cheese have been launched by Milupa. Cheese and apple and Cauliflower cheese special (£0.90) follow the "balanced meal" principle and are gluten free for use from three months onwards. The savouries are free from artificial colourings and preservatives.

The launch is being supported with showcards and shelf-talkers, available from the sales force. Over 250,000 taste samples have been distributed direct to mothers — 150,000 samples will on the front of the March issue of *Mother* — and via the local representatives, in the first quarter of 1986. Advertising will appear in the consumer Press.

Milupa are running a window display competition from January 1 to February 15 1986. The chemist producing the most



imaginative display, featuring cheese products with a teddy bears tea party theme, will win a free weekend for two in Amsterdam. Five runners up will each receive a selection of cheeses on a cheese board, with a bottle of port. Milupa Ltd, Milupa House, Hercies Road, Hillingdon, Uxbridge, Middx UB10.

ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Altacite Plus:	U, TTV, C4
Andrews:	Y
Askit powders:	STV
Beecham Hot Lemon:	All areas except Bt
Benylin expectorant:	All areas
Benylin paediatric:	Y, C
Biactol:	G, C4
Bisodol:	Y, HTV, TT
Blue Stratos after shave lotion:	All areas
Crookes Strepsils:	All areas except CTV, Bt
Dixel:	All areas
Duracell:	All areas

Durabeam:	STV, G, Y, C, A, TVS, TTV
Fabergé Fleurs Du Monde:	G, C, TVS, TTV
Gold Seal batteries:	All areas
Jevouiz hair & body glitter:	Bt
Listerine:	All areas
Oil of Ulay:	TTV, C4
Old Spice after shave lotion:	All areas except Bt
Propain:	TTV
Perfect Colour by Cutex:	All areas
Robitussin:	U, STV, G, Y, C, A, HTV, TVS, TT, Bt
Sensodyne toothpaste:	A, HTV, TSW, LWT, TTV, TT, C4
Sinutab:	All areas
Ulay cleanser:	GTV, STV, B, G, Y, C, A, HTV, TSW, TVS, TT, C4
Yardley Gold for men:	A, TVS, C4
Lace:	A, C4
Musk oil:	A, TVS
Pagan Man:	A, C4
Pure Silk:	A, TVS, C4
White Satin:	A, C4



Spotlight on Piz Buin

Liba Consumer Pharmaceuticals who recently took over the marketing and distribution of Piz Buin from Colson & Kay have announced their Summer 1986 plans for the brand.

New products for the 1986 Summer season comprise a new size sun protection factor 4 lotion (200ml, £5.50). An additional twin pack called the Intensive tanning system and containing 100ml SPF lotion and 200ml SPF 2 (£6.95), is designed for people who have a good base tan.

The company is introducing a larger size after sun lotion — (200ml, £4.95) and an after sun cream which is presented in a 100ml tube, colour matched to the after sun range, in cream with a splash of blue.

Liba Consumer Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RH12 4AB.

Pushing lenses

Agfa and Vivitar are running a joint promotion for lens buyers in the next three months. Anyone buying a Vivitar zoom lens will qualify for a free package of four Agfa professional films and a Lupe '8x' magnifier. The purchaser has to send a coupon to Vivitar in Abingdon with proof of purchase, and the package will be mailed direct. *Agfa Gevaert Ltd, 27 Great West Road, Brentford, Middlesex TW8 9AX.*

Shavex move

Ashe Laboratories have transferred their Shavex trademark to *Sestri Sales Ltd, Kingsend House, 44 Kingsend, Ruislip, Middlesex HA4 7DA.*

More Calsalettes

Forbet Laboratories Calsalettes, both coated and uncoated tablets, will be available in 60-tablet packs (£0.95) from mid-December. Distributors *Farillon Ltd, Bryant Avenue, Romford, Essex RM3 0PJ.*

Chemist & Druggist 14 December 1985

World fragrance sales — poor

The fragrances industry as a whole is performing badly in six of the world's leading consumer markets, according to a Market Direction survey, despite the expansion of the men's sector.

Combined retail sales in the UK, US, West Germany, France, Italy and Japan were worth the equivalent of \$5bn in 1984, easy the report. But in real terms (discounting national inflation rates) sales have grown by an average of just 2.3 per cent a year since 1980. Forecasts for the rest of the decade are even more gloomy, projecting an average real growth of 1.3 per cent a year to 1990.

Market Direction believes the industry's problems stem from its failure to attract higher consumer demand through new products. The last major development came in the early 1970s with the introduction of lifestyle fragrances, dramatically shifting the market from its basis of luxury items to everyday products. The trend away from traditional perfumes towards lighter toilet waters has continued, despite a return to romantic themes.

World recession has also had its effects. Demand for fragrances is closely linked with economic performance, in terms of both disposable incomes and general confidence and optimism. UK fragrances have shown a gradual but perceptible recovery in the past two years.

The US fragrance market is by far the largest covered in the report, worth over \$2.4bn at rrp in 1984. While the French dominate classic perfumes around the world, the US leads in new lifestyle fragrances and aggressive consumer marketing. Total French output at factory prices was put at FF6bn in 1983 (\$790m); by comparison, UK production of fragrances is worth less than \$100m.

Roughly 33 per cent of all adult Frenchmen now claim to be regular users of eaux de toilettes or colognes. Market Direction predicts that this interest in men's products will prove a key growth segment for international fragrances in the late 1980s. But the industry seems unable to provide new concepts for its existing female consumers, says the report. So overall market growth in the second half of the decade will be mainly influenced by economic performance. The UK is forecast to show a 1.9 per cent average real growth rate, but the other European markets are forecast to show little or no growth over the period. *Market Direction Report 6.1, "Perfumery & Fragrances" 87 Turnmill Street, London EC1M 5QU (£650)*



London pharmacist Barbara Jesson won first prize in Winpharm's national pharmacy competition. Mr Terry Tripe presented the hi-fi at Ambars Chemist, Streatham Hill, where Miss Jesson is the manager

Junior Disprol suspension

Reckitt & Colman are introducing a suspension to its Junior Disprol tablet products. The product comes in 100ml bottles and contains 240mg per 10ml paracetamol (£1.35). *Reckitt & Colman Products Ltd, Pharmaceutical Division, Dansom Lane, Hull HU8 7DS.*

Max Factor's Spring look

Max Factor are updating their colour cosmetic range for Spring 1986 with brilliant shades. Colours such as blue lagoon, paradise pink and tropical rose are available in moisture rich lipstick, shadow silk eyeshadow duo and extra wear enamel.

Portrait in Pastels is the name of Colorfast's Spring colours which includes shades such as aqua pink, coral, mauve and blue. Products featuring the new colours are long lasting duo eyeshades, mascara, eyeliner, lipstick, nail enamel and powder blusher.

Cool pastels, soft neutrals and bright accents combine to create Maxi's look for Spring, say Max Factor. New colours will be available in duo powder eyeshadow, kohl kolor pencil, touch of blush, soft lustre lipstick and endless shine nail enamel. *Max Factor Ltd, PO Box 3, Frances Avenue, West Hove, Bournemouth BH11 8PL.*

Stoppers are no longer being distributed by J. Pickles & Sons but by *The Stoppers Co, 2 Taylors Lane Industrial Estate, Pilling, Lancs PR3 6AB.*

COLORAMA COMING GOING TO BE EXHIBITED AND COLORAMA AND PHOTOSHOP SEE THIS

Not, you might think, something that could happen every day - but it can and will. Many times a day on Friday 27th, Saturday 28th, Sunday 29th and Monday 30th December. It will take place again between Friday 3rd and 6th January when Colorama - and you, our partners in processing, are given maximum exposure to London at large by two major campaigns on Capital Radio. These great commercials, over seventy spots

Mem
COLORAMA
Colorama where g

Colorama Processing Laboratories Limited, 44-

URPRINTS ARE SED ON RADIO!.. IA CHEMISTS WILL ACTUALLY RESULTS!

told, will encourage all those happy-snappers
Christmas and New Year to hurry films
you. People who already own cameras and
ousands more – with brand new Christmas
cameras, brand new enthusiasm and brand new
ustom for you. You'll see results...from these
vo high frequency radio campaigns and it's our
ay of saying 'Happy Christmas and a very,
ery, prosperous New Year' to you all!

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AMA 

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caster Street, London SE1 0RP Tel: 01-261 1082

Nappy market

Disposables nappies are one of the fastest growing markets of this decade, according to a Mintel report. They account for 19 per cent of a £669m (rsp) baby foods and goods market in this country. And more competition is in store with the launch of more own label and brand nappies, says the report.

Product improvements have led to British parents using disposables more often than just when travelling. And some babies now wear them all the time — although there has been an increase in "dual usage" of disposables and terry-towelling nappies.

Although disposables have been available in the UK since the 1949 launch of Paddi Pads by Robinsons of Chesterfield, the market has only shown growth from 1976. Mintel estimate the 1985 disposables' market size in value as £190m (rsp) — showing a year-on-year on growth of 46.2 per cent. There is a trend towards bigger packs, say Mintel, which are handier for parents wanting fewer shopping trips. But in chemists and independent stores, the smaller sizes are better, as they are easier to carry home. More newborn-size sales and the appeal of big packs have helped keep unit prices down.

Brand leadership is now claimed by Peadouche Babyslips, taking 24 per cent of the market. They overtook Pampers — now with 20 per cent — in June 1984. Peadouche Lovmi — launched in 1982 and relaunched in March this year — is very popular in independent and discount stores, according to Mintel. Cosifits, the only British-made major brand product, has held a significant presence in the market, with a 9 per cent value share in 1984.

Retailers' own labels have stretched their market share from around 15 per cent in 1983 to 38 per cent — including Boots — a year later. Boots have about 40 per cent of all retail own label, but others — such as ICML, Vestric and Unichem — have now moved in on the market.

Home delivery service and traditional retail distribution are the two main options for disposable nappy distributors, say Mintel. More retail outlets are stocking the products now, but the grocery sector is the only one to have increased its share of sales since 1980. Chemists — including Boots — have fallen from 73 per cent (1980) to 53 per cent last year, while grocers have leaped from 17 per cent to 40 per cent of sales value. But Boots is still the most important outlet, with about 40 per cent share of all disposables sales in 1984,

says the report. And Boots and chemists are still the main outlets for two-piece nappies.

For the future, Mintel expect more product improvement and promotions to bring more mothers into this market. And fewer babies per family should see more spending on each baby. But in the long term, the birth rate may take a downward turn — and this would mean a fall in the potential universe for baby nappies altogether.

Xmas guidelines and closings

Shop opening hours are a confused issue at the moment but there are some clear guidelines on what's permitted over the Christmas period.

December 25 and 26 and January 1 are official holidays (plus January 2 in Scotland). If you normally have to close early one day a week, the dates this can be suspended are shown below:

Early closing on...	Can stay open on...
Monday	December 23, 30, January 6
Tuesday	December 24, 31, January 7
Wednesday (England)	No halldays
(Scotland)	January 8
Thursday (England)	December 19, January 2
(Scotland)	December 19 January 9
Friday	December 20, 27, January 3
Saturday	December 21, 31, January 4

Remember that another half-holiday must be substituted if your assistants lose one because of these suspensions. Finally, the NPA advises pharmacists considering closing on days other than the official holidays to contact their LPC secretary for advice.

Armour Pharmaceuticals Co Ltd: order office from 12 noon on Tuesday, December 24 to Friday, December 27 and again on Wednesday, December 1. Orders for delivery before Christmas should be received by December 13.

December 27, 30, 31 normal full service from Thursday, January 2. **Head office** sales department normal full service until Tuesday, December 24 then again on Thursday, January 2. Some service on December 30, 31.

Arthur H. Cox & Co Ltd: from 12 noon on Tuesday, December 24 through to Thursday, January 2.

Dendron Ltd: from 4pm on Thursday, December 19 to 9am on Thursday, January 2.



Bristol pharmacist David Salt won an Atari home computer and software package in the Insignia male toiletries draw. Mr Salt (left) received the prize from his local Shulton representative Brian Williams

Ethical Generics Ltd: from 12 noon on Tuesday, December 24 through to 9am on Monday, December 30. Emergency supplies can be obtained on 0353 5399.

Fisons plc Pharmaceuticals Division: from Tuesday, December 24 through to Thursday, January 2. Orders for delivery by Christmas should be placed by December 10. Emergency service on Loughborough 263113.

ICML/Numark: central offices, 51 Boreham Road, Warminster from 12 noon on Tuesday, December 24 through to Thursday, January 2.

Kodak Ltd: regional sales centres normal full service until Tuesday, December 24 then again on Thursday, January 2. Some service on December 27, 30, 31. **Hemel Hempstead and Manchester** distribution some service on Tuesday, December 24,

May and Baker Ltd: from 12 noon on Tuesday, December 24 through to Thursday, January 2. Orders for delivery outside Greater London must be received by December 12. Emergency medical inquiries on 01-592 3060.

MCP Pharmaceuticals Ltd: from 1pm on Tuesday, December 24 to 9am on Friday, January 3. Orders for delivery by Christmas to be made by December 18.

Merck Sharp and Dohme Ltd: from 5.30 pm on Friday, December 20 through to 9 am on Thursday, January 2. Emergency medical inquiries on 0992 467272.

NPA: headquarters from 12 noon on Tuesday, December 24 through to Monday, December 30. Answerphone service for inquiries.

Paines & Byrne Ltd: from 2.30pm on Friday, December 20 through to Thursday, January 2. Answer phone service for orders on 01-997 7327

Unichem: branches closed on Wednesday, December 25 and Thursday, December 26 and again on Wednesday, January 1. Livingstone branch closed on Thursday, January 2.

The Wellcome Foundation Ltd: UK distribution centre and other commercial operations at Crewe Hall, Cheshire from 12 noon on Tuesday, December 24 through to 8am on Thursday, January 2.

£1 MILLION. WE'RE PUTTING OUR MONEY WHERE OUR MOUTH IS.



180° new and will be introduced to the dental and care Wisdom Curve range (see general) within this year.

Now, (Wisdom Curve) for its 100th anniversary, Wisdom Curve of the company is proud to bring.

In 1986 Wisdom will be awarded £1 million in advertising, not only Wisdom Curve but their entire advertising.

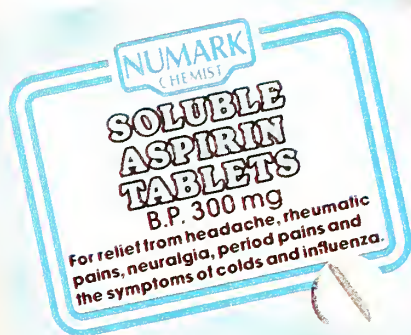
The major advertising campaign (advertising) will be a major campaign in national women's magazines, especially for Wisdom Curve and designed to be professional and professional material.

It is a fact that every customer will not find the answer to all their problems in the Wisdom Curve and it is a fact that every customer will not find the answer to all their problems in the Wisdom Curve.

WISDOM CURVE

A NEW DIRECTION IN ORAL HYGIENE





24 Tablets



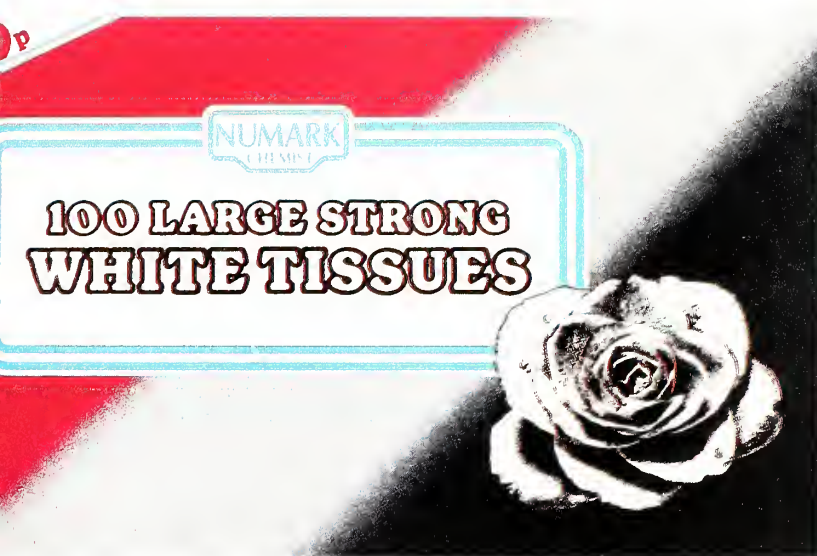
24 Tablets

HOW MANY MORE YOU NEED TO BE A

This year nine exciting Numark own brand products have been introduced exclusively for Numark members.

Products that offer new opportunities for making extra profits and building up a solid base of loyal and satisfied customers.

But that's not all.



GOOD REASONS DO NUMARK CHEMIST?

In 1986 there will be regular additions to the range of Numark
own brand products.

Value for money, profit making
products that will ensure an even better year
for Numark members.



Makes you money

For further information contact your local Numark Wholesaler or Numark Central Office, 51 Boreham Rd, Warminster, Wilts BA12 9JU. Tel: 0985 215555.

The final version of the new video on community pharmacy, produced for the Pharmaceutical Services Negotiating Committee, will be nearing completion now — 17½ minutes of film distilled out of four days' shooting.

No doubt the finished version will reflect the cool professional image that every community pharmacist hopes he or she projects. But it wasn't quite like that when C&D arrived outside Cory Bros Pharmacy in East Finchley High Street one overcast November Sunday, to see shop manager Roland Bogush carrying an oxygen cylinder out to his car for the umpteenth time.

It's not that Mr Bogush isn't a cool pharmacist, but oxygen cylinders are quite heavy and they did eventually decide to use the third take rather than the sixth. And shooting a film wouldn't be right without a bit of orchestrated confusion and the odd flash of artistic temperament. And the schedule was running several hours late... and it was beginning to rain.

PSNC decided back in the Summer to revamp the old tape slide preparation. It was two years old, had been seen by over 400 community groups, and circumstances had changed since it was made. More importantly, the video boom meant that a film type presentation would be more appropriate. However, an updated slide tape presentation will be made with stills from the video for those who want it.

Four days filming

The video was shot over four days, starting at the Woking branch of E. Moss Ltd, then moving to Savory & Moore in Epping, Cory Bros in East Finchley, and ending up with a whiff of how things used to be at the old Victorian pharmacy in the museum at Telford.

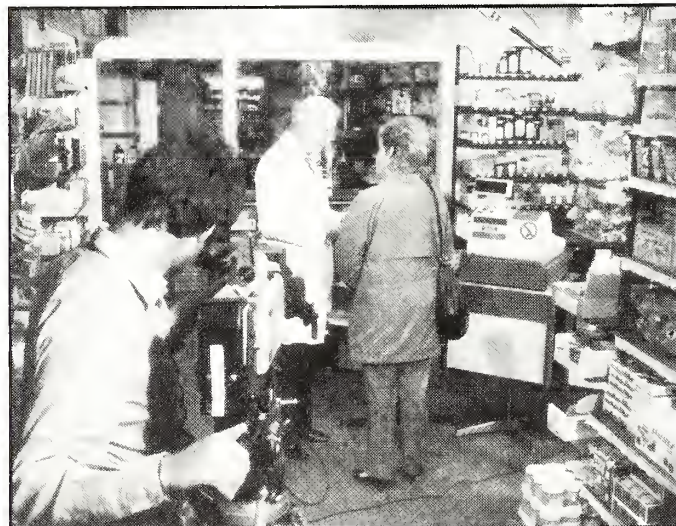
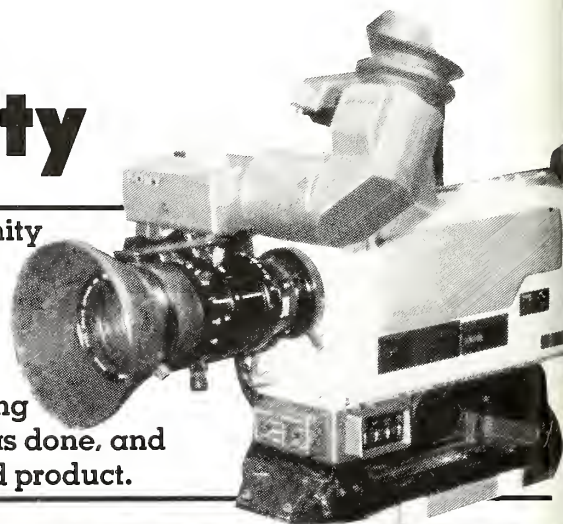
Production of the video is costing £7,500. PSNC chairman David Sharpe says: "We decided not to use actors in any of the shots because we believe pharmacists doing the job they are trained for comes across more realistically." There is the added bonus that it also cuts costs considerably. Because PSNC is not a commercial organisation, no charge was levied at Telford. Advertising agencies are charged a fee when shooting commercials there.

Meanwhile Mainline had moved their equipment off the High Street into the more cramped confines of the shop. Dr Faith Gibson, Mainline's pharmacy consultant, was briefing pharmacist John Iles and his "customer" Sandra Merola (otherwise front shop manager for Cory Bros) on the next scene. Technicians were setting up mike booms and covering their lighting with blue film to make the strip lights appear "natural".

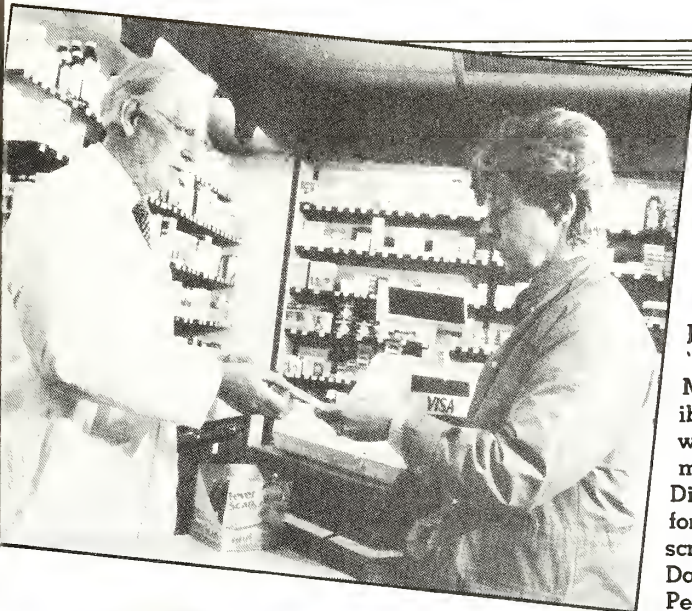
Anyone who has any doubts about whether Sunday trading in London would

Pharmacists on film for the community

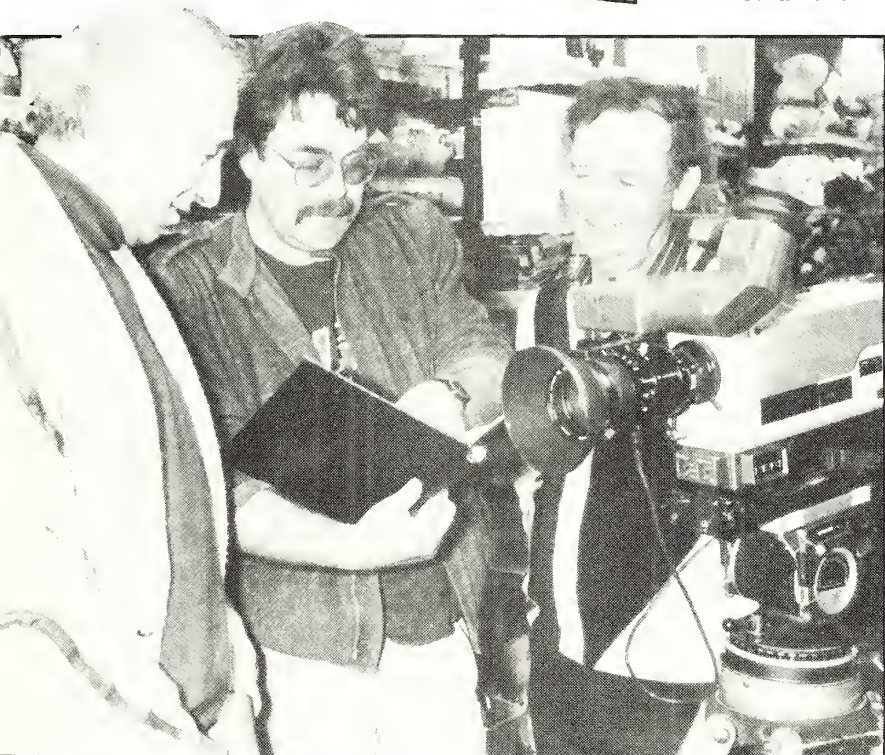
A new video on community pharmacy will become available to consumer organisations in the New Year. C&D went along to one of the filming sessions to see how it was done, and get a feel for the finished product.



Above: Cory Bros shop manager Roland Bogush at the start of the oxygen delivery shot. Left: Indoors cameraman Charles Marryiot focuses in on pharmacist John Iles and "customer" Sandra Merola. Right: Dr Faith Gibson briefs John Iles and Roland Bogush in the dispensary



Left: A still from the video — John Iles advises "customer" Sandra Merola on the possible interactions of warfarin with OTC medicines. Below: Director Frazer Ashford talks through the script with PSNC's David Sharpe and Peter Boardman.



bring enough customers into the shop would have been encouraged by the number of hopefuls who tried to get through the locked door. All were politely turned away except a couple brandishing prescription forms.

A narrator will link the different scenes in the video, explaining the position of the pharmacist in the healthcare team, and how he can be of service to customers and patients. The video is directed purely at consumer organisations, and will be promoted locally by regional PSNC representatives.

The video will be officially launched in the New Year... advance bookings can now be taken...

Mainline notch up another

Mainline Film and Video Productions were running a little behind schedule. But it's like that in the moving picture industry. And they did have to break off shooting once or twice for desperate customers to collect out of hours prescriptions.

Past experience has taught them that you can't always predict what's going to happen in the health sector. While filming in Middlesex for Travenol, forty firemen arrived as unwanted extras on the set when heat from the powerful lamps triggered off the hospital fire alarm.

But director Frazer Ashford wasn't getting hot under the collar on Sunday. It was a bit of a tight squeeze once all the equipment was in, but they'd solved the close up technical problems by fitting a wide-angled adaptor to their Sony DXC M3 camera.

There was an experienced cameraman on the job too. Mainline contract out a lot of their work to Charles Marryiot, who has 16 years' production experience on films and commercials.

Mainline — which was set up by Frazer about three years ago — have shot videos for pharmaceutical companies before. They filmed a CAPD feature, and one for Colorcon on their pill colouration process. They turn their cameras to other subjects too — anything from basketball matches to TV commercials.

Dr Faith Gibson, an experienced pharmacist, is on hand to advise them on community pharmacy and other matters pharmaceutical. Indeed, she was largely responsible for the script for PSNC's video.

Mainline have done four days of shooting, and it'll take them another five days to edit what will eventually be a 17½ minute video. They're going to make about 30 copies of the master tape, and are transferring it onto Beta and VHS, so there are no problems later on with different machine types.

When I first qualified as a pharmacist in Australia, I did 18 months of locum work in country pharmacies, where I came across problems not often encountered in the average city or suburban practice.

One day, when working in a small outback town, one of the girl assistants asked me to have a word with a customer she called "Jacob". I should have suspected that here was no ordinary customer when the other staff in the dispensary agreed unanimously that it was my "turn" for this honour. Jacob was of indeterminate age, dirty and unkempt, with a battered felt hat on his head and baggy trousers tied round the waist with twine. He looked the archetypal Australian "swaggie", quite out of place in the neat aseptic pharmacy.

Jacob was a little taken aback when I appeared — a very new young pharmacist and a female to boot. But not to be put off his quest, he asked if we could supply him with a rubber stopper. His unease increased when I asked what size he wanted, so I went into the dispensary to see what we had in stock. I felt certain the only rubber stoppers we had would already be in use in bottles of acid and other corrosive chemicals, and indeed soon discovered that this was the case.

There's no stopping some folk!

B.S. Symonds qualified as a pharmacist in Australia before coming to work in the UK. As a young woman down under she reckons she was a prime target for the oddball customer. Here she reveals how as a locum she learned a little about country practices...

We had, however, large stocks of corks. "Perhaps one of those would do?" I asked Jacob.

"Ah! No!" he replied. "Oh, no good at all. Not strong enough."

Puzzled, I asked what use he intended for the rubber stopper.

"Well, y'see it's to stop me internal piles from protrudin'. Used a rubber stopper for years, but seem to 'ave lost it some'ow."

My amazement prevented me from speculating on the possible fate of the rubber stopper. Behind me in the dispensary I could hear the suppressed mirth of several eavesdroppers, so with great self-restraint I suggested we could order a stopper for him if he could give us some idea as to the um-er-size required.

"No, no. Couldn't put yers to all that bother," he replied. "I'll just whittle meself one out of an old axe-handle. No worries."



Two of a kind...

John Timmins can usually be found in the pharmacy department at Sheffield Children's Hospital. But every so often in the evening he can be found doing a retail locum, and if it's one of those nights...

It's always the same, these things invariably happen at the busiest time on the busiest night of the week. Monday, when people have saved up their ills from the weekend, or have found the first day back at work just a little too much to bear — the well known Monday syndrome. So the shop was full of patients waiting for their prescriptions, purchasing items for self-medication, seeking professional advice or just waiting in the dry and warmth until their bus arrived.

I was busy at the head of a line of dispensed prescriptions, just managing to keep pace with the checking and handing out of medicines. At the same time I was keeping one eye and one ear on the counter sales, and coping with frequent requests for advice on spots, nits, bites and warts. In addition to this were all those other little distractions such as telephone calls from our regulars — in fact, doing what most of my colleagues do every day.

One of the dispensary technicians approached me with a prescription for urine bags and catheters written in the usual

concise manner — "urine bags mitte 50; catheters mitte 3". As is the usual practice I asked her to go and have a word with the patient to see if they were familiar with the type required. As I supervised from afar I heard my assistant call out "Mr Humphrey Asquith" (the name, as usual has been changed to protect the innocent — as all the best stories have it — however the real name was not one in common use as Smith or Brown so I thought little more about it). I noticed a nervous little chap approach the counter and enter into deep conversation with my colleague. Being aware that patients using catheters and the like are often sensitive about talking openly about their requirements, the technician thoughtfully took the gentleman to one side.

As I continued my checking I noticed that, despite several sorties in and out of the dispensary with various pieces of equipment and tubing (much to the curiosity of the other staff) each piece being more complex than the last, the technician was getting nowhere. The gentleman was looking

increasingly puzzled and the other customers had begun to show interest in all the comings and goings. The time had obviously arrived for me to intervene. A few minutes questioning revealed that although the patient had never used a catheter or bag before he was "sure his wife would give him a hand". At that point my technician, who had left to cope with the increasing mound of waiting prescriptions, approached rather sheepishly holding another prescription...

Yes, that's right — we had two prescriptions for "Mr Humphrey Asquith". What the technician had failed to do was check the ticket receipt with the docket fastened to the prescription. Poor Mr Asquith (mark I) was quite relieved when we finally discovered all he wanted was some trimethoprim tablets for his chest infection. And Mr Asquith (mark II) was able to help us with his requirements so both patients went away happy, if not a little confused.

I was, however, left pondering how Mr Asquith's wife (mark I that is) would have "given him a hand" with his catheters. It fleetingly crossed my mind that he may have thought that the bags were a new sort of physiotherapy for his chest condition, and he had to blow one up twice a day.

The fact that he never questioned what we were trying to give him amazed me and I felt quite touched by his demonstration of implicit faith in the medical and pharmaceutical professions and his belief that if it was written on the prescription then it must be right.

Research slows as Government cuts income



There is now little doubt that the slowing down in the launch of new drugs caused by several differing factors, is primarily due to government measures intended to limit public expenditure on medicines, argues C.R. Day, FPS, in this review of therapeutic advances made during the year.

Seven nations, the United States, the United Kingdom, France, West Germany, Switzerland, Italy and Japan, are responsible for 75 per cent of the world's production of pharmaceuticals, and at the same time allocate 75 per cent of total world spending on researching new drugs. These seven nations devoted an estimated £3.2bn in this way in 1982, resulting in almost 90 per cent of new chemicals issued on world markets.

There has been much economic benefit to the countries concerned. In the UK alone pharmaceutical exports in 1984 amounted to £1,222m with a positive trade balance of £680m. Canada, which deliberately set out to have a cheap drug policy by allowing generic substitution and a weakening of patent protection, now has negligible pharmaceutical research and had a negative trade balance in medicines of £141m in 1982.

In spite of great progress in the alleviation of suffering in many diseases, there remain a number of conditions still awaiting the "magic bullet" — senile dementia, multiple sclerosis, rheumatoid arthritis and many forms of cancer. To achieve results in these fields it is up to governments to provide adequate funds for medical research. The UK Government offers little hope — many allocations have been reduced.

A major new drug takes between ten and 12 years to reach the prescriber and may cost the innovator £50m-£100m. This signifies long term, massive investment. However, there is a trend by governments to reduce outgoing on medicines, typified in

the UK by the introduction of limited list prescribing and the cutting of the industry's profits. These actions reduce the manufacturer's income with a subsequent effect on the sums available for research.

Furthermore, the increasing length of time necessary to develop a potentially effective compound means that patent cover is markedly shortened. It is in this short time that companies hope to recover their investments. The opportunity to recoup such

costs is also reduced by generic competition. Hopefully some balance can be achieved in the near future between the short term financial expedients that have been adopted and the long term benefits that will accrue from more effective and safer medicines.

Despite this rather gloomy outlook there have been a number of important introductions during 1985 — which indicate where progress may be seen in the future.

Gastrointestinal drugs

Ulcer-healing agents continue to offer scope for study, particularly those of the prostaglandin group. Prostaglandin E_1 (PGE_1) is a strong inhibitor of gastric acid secretion but is quite unsuitable for clinical use because it is inactive orally, lacks specificity and has a short duration of effect. However, misoprostil (Cytotec, Searle) an analogue of PGE_1 , has a potent antiseecretory action when given by mouth, with a longer duration of effect coupled with lesser side effects.

In clinical trials misoprostil in a dose of 200mcg four times a day was found to give healing rates equal to cimetidine 300mg four times a day. Additionally the compound has a cytoprotective action on the gastric mucosa against the toxic effect of salicylates, alcohol, smoking, etc... At present Cytotec is marketed only in Mexico, but it has been approved in Switzerland and it is anticipated that registration will be granted soon in the US and in other European countries.

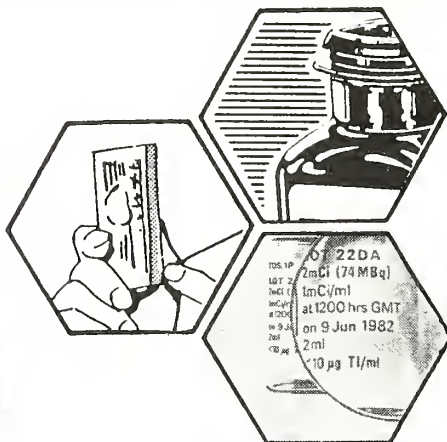
Doubt has been cast on the ultimate

value of misoprostil because of its side effects, which include diarrhoea, while its administration during pregnancy or to women who may become pregnant is of concern because of its effect on the uterus. Other prostaglandin derivatives are being studied for their ulcer-healing activity, including enoprostil, a PGE_2 analogue (Syntex). Meanwhile H_2 -antagonists such as a famotidine (MSD), a likely competitor for ranitidine and cimetidine, are being evaluated.

For sufferers with cholesterol gallstones a new solvent is being examined in the US, this is methyl-terbutyl-ether (MTBE). The compound is infused through the gall bladder by means of a catheter and stones have been seen to disappear within two to four hours. The use of MTBE for this purpose is under continuing evaluation.

Mesalazine (5-aminosalicylic acid), which has been under trial in the management of inflammatory bowel disease, is marketed as Asacol (Tillotts). The drug is

coated with an acrylic based resin to ensure release in the terminal ileum and colon. Because mesalazine is rapidly excreted by the kidneys, its use is not advised in patients with renal impairment, while caution is necessary in those with raised blood urea or proteinuria. Nausea, diarrhoea, abdominal pain and headache are the side effects reported in a small number of patients.



Cardiovascular drugs

Essential hypertension, congestive heart failure and reno-vascular hypertension are indications for the administration of enalapril (Innovace, MSD). This second generation angiotensin converting enzyme (ACE) inhibitor has fewer side effects together with a more powerful and prolonged action than captopril, its first generation predecessor. After absorption enalapril is hydrolysed to enalaprilat which acts as the ACE inhibitor.

The recommended initial dosage in mild hypertension is 10mg daily but caution is necessary as this dose may lead to hazardous hypotension in those taking diuretics. It is generally well tolerated, but dizziness, headache, fatigue and asthenia are the commoner side effects.

It has been claimed that ACE inhibitors have an advantage over beta-blockers and thiazides in being better tolerated. They do not cause the fatigue, impotence, bronchospasm and hypokalaemia which are side effects of beta-blocker/thiazide administration. Enalapril does not contain the sulphhydryl moiety that is thought to be responsible for some of the side effects encountered with captopril.

Ketanserin is a new antihypertensive being examined. It is a selective antagonist of serotonin at 5-HT₂ receptors in the vasculature. Serotonin may be a causative agent in peripheral disease, and ketanserin is being studied in conditions such as Raynaud's phenomenon.

Another approach to the prevention of coronary heart disease involves blocking the biosynthesis of cholesterol by the inhibition of the enzyme HMG-CoA reductase. One such inhibitor is mevinolin, a substance which also allows cells to increase the number of low density lipoprotein (LDL) receptors, leading to a marked increase in the metabolism of LDL cholesterol, which is the agent considered responsible for atherosclerosis. Research with mevinolin is at an early stage.

A new synthetic prostaglandin derivative known as CL 115,347 (Viprostol) has similar vasodilatory effects to PGE₁ and PGE₂, but unlike the two latter compounds which must be given intravenously, is

administered transdermally. The new compound is applied each night as an ointment spread on adhesive plaster. It is claimed that both subjective and objective improvement occur with regard to frequency and duration of attacks.

Bepidil (Cordium), an agent for the management of angina, has been marketed in France with registration applications pending in many other major European countries. A drug reported to dissolve blood clots is Eminase. It is expected to be marketed in at least one country next year.

The anabolic steroid stanozolol (Stromba, Sterling Research) which has been on the market for more than 20 years is undergoing study as a preventative against the development of leg ulcers. Stanozolol is thought to help those with pre-ulcer skin conditions such as discolouration, pain, induration and eczema. A fibrinolytic, it is believed to act by removing fibrin deposits, and must be used in conjunction with elastic stockings.

Dermatological agents

Baldness is a worrying condition to many men and some women. It is encouraging therefore to see numerous trials are in progress in the US with minoxidil (Loniten, Upjohn), a drug marketed in the UK for the therapy of hypertension. The compound is applied to the scalp as a lotion. The trials so far conducted in male-pattern baldness show that one third of patients develop acceptable hair growth, a further third grow fine hair, while the remainder show no response. It appears that the treatment can stay the rate of hair loss but is less likely to stimulate regrowth in long established baldness.

Viprostol (CL 115,347), the PGE₂ analogue already mentioned as a vasodilator under trial as a transdermal hypotensive agent, is also being studied in male-pattern baldness. It is thought that subcutaneous ischaemia is a cause of baldness and that the application of viprostol in low doses to induce local skin vasodilation may stimulate follicle nutrition resulting in the encouragement of hair growth.

Gynaecology and contraception

A new synthetic prostaglandin gemeprost (Cervagem, M&B), has been introduced as an aid to facilitate first trimester abortion. Gemeprost is supplied as a pessary which is inserted three hours before surgery into the posterior vaginal fornix, where it softens and dilates the cervix permitting the easier passage of instruments into the uterus and minimising blood loss. The dilatation and softening is usually maintained for up to 12 hours after insertion. If surgery is delayed more than three hours after insertion, bleeding and uterine pain may occur.

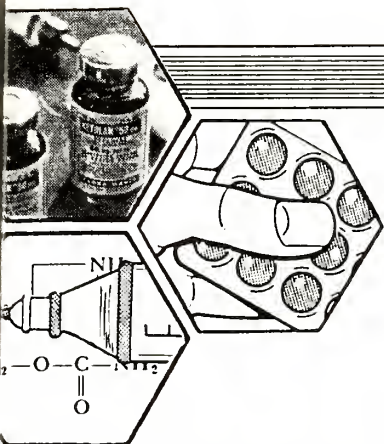
The side effects reported from the use of Cervagem include nausea, vomiting, loose stools or diarrhoea, but these rarely require treatment. Anti-emetic or anti-diarrhoeal preparations may be given if necessary. Cervagem pessaries contain gemeprost 1mg and must be stored below 4°C. Once the foil sachet has been opened the pessary should be used within 12 hours or discarded.

Metrodin (Serono) is a presentation of pure human follicle stimulating hormone (FSH) intended for the induction of ovulation in patients with amenorrhoea or other anovulatory conditions associated with elevated luteinising hormone (LH):FSH ratios. This state occurs most frequently in women with polycystic ovarian disease.

The treatment is designed to develop a mature Graafian follicle over several days and then to administer human chorionic gonadotrophin to release the ovum. The treatment increases the risk of multiple births. No report of congenital abnormality has been made as a result of the therapy.

The conventional contraceptive "pill" is now widely accepted, but the "once-a-month pill" is a development that will become available in the not too distant future. The agents used are likely to be antiprogestogens such as Ru486. These substances bind to the progesterone receptors and prevent the progesterone acting on the uterus. Taken on the 27-28th days of the menstrual cycle the drug induces menstruation whether or not the woman is pregnant. Moreover if taken two weeks after a late period to induce bleeding, it brings about an abortion.

More than 30 years ago it was discovered in China that cotton seed oil caused male infertility. The active principal in the oil has been identified as a phenolic aldehyde called gossypol. When taken for several weeks gossypol inhibits spermatogenesis with a 99.89 per cent antifertility efficacy. Its



Centrally-acting drugs

For the second year running no new benzodiazepine derivative has been marketed in the UK. This may be attributed to prescribers' disenchantment with these compounds' and also to the effect of the Government's limited list. It seems that some of the advantages claimed for these drugs have been found wanting in practice.

Novel non-benzodiazepine anxiolytics have been forecast for some time and one of these, zopiclone (Zimovane, M&B) is likely to become available soon. This substance is the first of a new series, the cyclopyrrolones, unrelated to the benzodiazepines but with similar pharmacology. Zopiclone is a short-acting hypnotic with a half-life of about five hours, and a rapid onset of action which continues throughout the night and reduces early morning waking. Hangover effects are reported to be low, while current studies suggest that the drug has a relatively low potential for dependence.

Another compound of this group at an early stage of development is suriclone (M&B). While yet another non-benzodiazepine drug, buspirone (Bristol-Myers) is under trial as an anxiolytic.

A compound that has the property of reversing benzodiazepine effects is Ro-1788. It appears to be useful in treating benzodiazepine overdosage, as it speeds recovery, minimises after effects and shortens the stay in hospital.

Opioids have been used as analgesics, mainly in the form of meptazinol (Meptid, Wyeth) for the relief of moderate to severe pain. A new product in this group now undergoing investigation is spiradoline, which appears to act selectively at kappa opioid receptors with possible advantages in relation to the development of physical dependence. An orally administered analgesic, tazadoleme, which has associated antidepressant activity is in the pre-clinical trial stage.

Long term studies suggest that within the next five to ten years a drug will be found to counteract memory loss and Alzheimer's disease (senile dementia). The objective is to increase acetylcholine levels in the brain without raising levels in the rest of the body. Physostigmine has been found to improve cognitive function experimentally, but is too dangerous for clinical use.

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Council to clamp down on illegal PI dispensing

Pharmacists who dispense parallel imported medicines which have been refused a licence by the Department of Health could find themselves appearing before the Statutory Committee.

The Society's Council agreed at this month's meeting that any pharmacist who dispensed a parallel imported medicine which had been rejected by the Department on the grounds of therapeutic equivalence, biological analysis, product licence of right, or site of manufacture, could be guilty of professional misconduct. Council further agreed that in such cases, the usual office procedure in dealing with ethical matters should be followed including, where necessary, referral to the Ethics Committee which would have the discretion to refer the matter to the Statutory Committee.

Council also agreed that the Department of Health should be approached with the aim of obtaining for publication a list of the names of parallel imported products refused licences. Council member Ashwin Tanna has already made private approaches to the Department (C&D November 30, p994).

The Council also accepted an Ethics Committee recommendation that pharmacists should not display notices stating "this pharmacy does not supply parallel imported medicines," because such a notice would create an invidious distinction.

Rules on standards. The Society is to ask the Department of Health for a meeting in January to discuss the framing of Regulations on standards for pharmacies, under Section 66 of the Medicines Act 1968.

Policy on original packs. The Council has amended its policy on original pack dispensing and agreed that there should be two standard pack sizes. The Association of the British Pharmaceutical Industry was in favour of more than one standard pack size and the Industrial Pharmacists Group Committee had recommended seven- and 28-day packs.

Council agreed that the Society's policy should be for two packs, one for chronic treatment based on the standard quantity required for 28 days' treatment, and one for short-term treatment based on the quantity required for seven days, or less, where a recommended course was of shorter duration. It was also agreed to send



Pictured are some of the guests at a dinner held to celebrate a quarter century for the Pharmaceutical Society's Fife Branch. Chairman Dr R. Butchart is seated on the left with (left to right) Mrs Betty Montgomery, chairman, PSGB Scottish executive; Dr Geoff Booth, PSGB president, and Mrs Joan Butchart. Standing are Mr D. Montgomery, Dr John Murray (Edinburgh Branch chairman), Mrs B. Murray, Mr Joseph Richards (Dundee Branch chairman) and Mrs Anne Richards

a letter to all manufacturers and the major wholesalers informing them of the Society's policy.

The Department of Health had set up a working party, consisting of representatives of the pharmaceutical, medical and nursing advisory committees, to examine OP dispensing.

Funds for drug misuse manual. The Society is investigating possible sources of funding for the product and distribution of a manual for pharmacists on drug abuse and misuse.

The Practice Committee considered the report of a meeting of a working group set up to discuss proposals for the greater involvement of pharmacists in the problem of drug abuse. The Committee agreed with the group's recommendation that a manual should be produced and supplied to all pharmacies. The cost of such a publication would be considerable.

Three Department of Health leaflets on drug abuse were suitable for distribution by pharmacies. Two were of a suitable format for display from the health education stand that was to be sent to all pharmacies in January, 1986.

On the Committee's recommendation, Council agreed that the office should investigate funding for the drug manual for pharmacists and the Department should be asked to provide supplies of its leaflets for distribution from pharmacies. **Use of "pharmacy" in advertising.** The restricted title "pharmacy" should not be used in advertisements for non-professional goods, the Council decided on the recommendation of the Ethics Committee.

The Committee considered that the use of the word "pharmacy" in advertisements should continue to be restricted to professional advertisements only and that

the restricted title "chemist" should continue to be the title permitted in advertisements for non-professional goods and services.

Logo on bags. Use of the Society's green cross symbol is to be permitted on dispensing bags, counter bags and carrier bags. The Council accepted an Ethics Committee recommendation that the symbol, incorporating the word "pharmacy," could be reproduced once on each side of a bag, provided that the overall effect was dignified.

Confidential business information. The Council has decided that the Society cannot take action against any pharmacist who obtained confidential information about a pharmacy business by purporting to be interested in purchasing the business. The Society had received several complaints following the giving of confidential information by vendors to interested parties who had subsequently withdrawn from the sale at the last moment and opened a new pharmacy close by.

Pesticide powers for inspectors. The Society is to ask the Ministry of Agriculture for the Society's inspectors to have power to enforce new pesticides legislation in so far as it affects pharmacies.

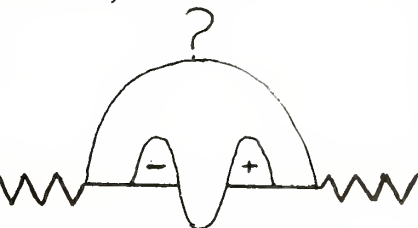
Exams for preregistration students? The Society is to ask schools of pharmacy to inform new entrants that their period of preregistration experience could include some form of examination or assessment.

Work permits. The Society is to ask the Government to make it easier for overseas pharmacy students to obtain work permits for vacation employment.

Veterinary formulary. The Society is to publish a veterinary formulary in a format similar to the British National Formulary. It is intended that the book will be updated at regular intervals.

Not Gremlin Chad maybe

Gremlins, at the beginning of the war, were blamed for electronic faults, but the RAF claimed them for mechanical or electric ones (Mr R.D. Dudley, *C&D* November 30). The British, doing radiolocation (later americanised to radar) named them Jeeps, only for that name to be given to the General Purpose (GP) vehicle. So! Going fundamental, the cause of electronic faults in calculators, *inter* *lia*, was identified as a compound of; — a large positive $\frac{1}{2}$ cycle, enclosing two smaller, identified by + and —, separated from a negative $\frac{1}{2}$ cycle below by straight line connectors, having a resistor at each side and a ? atop, with a Wot No borrowed from the Navy. Thus:-



WOT NO COMFASSION

Over 100,000 out of hours transactions. Sample:- 9pm, someone phones: "Has the doctor phoned you?" No!
10.10pm doctor phones. Dictates a script.
11.30pm, someone phones again. "Has the doctor phoned?" Yes!
Hours later, someone rings the night bell collects medicine — no money. Next day send bill for unpaid levy.
Send note to surgery for script.
Next send for script.
Some of these later transactions were not out of hours but were consequential. Many variations occur, there are also many pharmaceutical transactions not involving

a script. Only a proportion of these out-of-hours scripts are marked "Urgent."

Compensation! Now, if I'd known Mr R.D. Dudley was unimaginative, I'd have added after BPA — Rota fees, oxygen fees, drug costs. Sorry.

My dispensing figures are about 18 per cent of my leapfrogger's and perhaps 10 per cent of my dispensing doctors. I regret Mr Dudley's sneers. I expect it's in keeping with the lack of sympathy or regret shown by those pharmacists who will benefit from small pharmacy closures.

E.W. Dixon
Bingham.

Disservice

I think that Mr Ritchie (*C&D*, November 30) does our profession a grave disservice by treating the matter of dispensing doctors so lightly. Not only do they threaten our very existence, but they also undermine our professional qualification (I wonder how much dispensing is actually done by doctors?)

There is no question of being briefed from above, Mr Ritchie. I am a Unichem member and proud of it — but do not forget that Unichem is a cooperative of independent pharmacists.

Mike Smith
Callington, Cornwall.

A breath of fresh BPA air?

Once again Xrayser has made bigoted, puerile statements relating to the British Pharmacists Association. Unlike him I met SDP leader Dr Owen. He was well informed and fully aware that the Pharmaceutical Services Negotiating Committee's contract was totally unfair to the small contractor, employee pharmacist

and student. He does not need Xrayser to speak for him — in fact who does?

The BPA will continue to take a hardline with the PSNC in the interests of pharmacy until our profession, that is all 35,000 pharmacists, are allowed to democratically elect on a one-person, one-vote basis, a general secretary who will consult and represent all of us fairly. That cosy quango has undermined our public image for far too long. When our objective is achieved, our leaders will be permitted to enter 10 Downing Street, instead of being left on the door step. The general secretary of a strong profession with 35,000 members will command the respect and the ear of the Prime Minister — even Mrs Thatcher.

Xrayser and the PSNC need only wait until the New Year to discover that BPA(UK) is far too powerful to be left out of the negotiating machinery. It has not gone unnoticed by the profession, that the PSNC are spending a lot of time running around worrying about our Association — a warning that a breath of fresh air will soon be bought into pharmacy. Those who think like Xrayser will be swept from the pharmaceutical corridors of power. A wind of change is imminent.

Charles Flynn
Joint acting general secretary,
BPA(UK).

Macarthy's/IBM

The advertisement for our Choice PC which appeared in *C&D* November 23 issue contained an error in referring to an "IBM business computer system". The reference should have been to "a computer system compatible with an IBM Personal Computer". We apologise for this error and for any misunderstanding which may have resulted from the advertisement.

THE TRIANGLE TRUST

The Triangle Trust 1949 fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependants employed or formerly employed in the pharmaceutical industry in Great Britain. Such relief may include assistance with educational expenses. The Trustees will also consider on their merits any applications for assistance beyond the scope of an employer's responsibilities, concerning education or training at recognised centres of study for general or special subjects.

For additional information,
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Prize Draw Winners

First Prize Winner 1204

Second Prize Winners

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0533	4827	0264	3000	2486

Grocery sales still beat pharmacy

The grocery sector is still ahead of pharmacies with toiletries and OTC medicine sales in the first ten months of this year.

Nielsen statistics — which do not include Boots — show sales volume for grocery outlets up 21 per cent in September/October, compared with the same period in 1984.

Pharmacies and drug stores were, by comparison, up by only 12 per cent on last year. The July/August statistics show grocery volume sales up by 20 per cent, and pharmacy sector sales up by 10 per cent.

Going back to May/June, grocery figures showed an increase of 19 per cent, with a rise of 9 per cent on the same period a year before in pharmacies and drug stores.

Looking at the sales value position, Nielsen show grocers with an increase of 28 per cent on last year. The pharmacy sector still lags behind, but does show a 20 per cent rise on the same 10-month period in 1984. In July/August, the figures were 27 per cent up for grocers, and 18 per cent up for the pharmacy area.

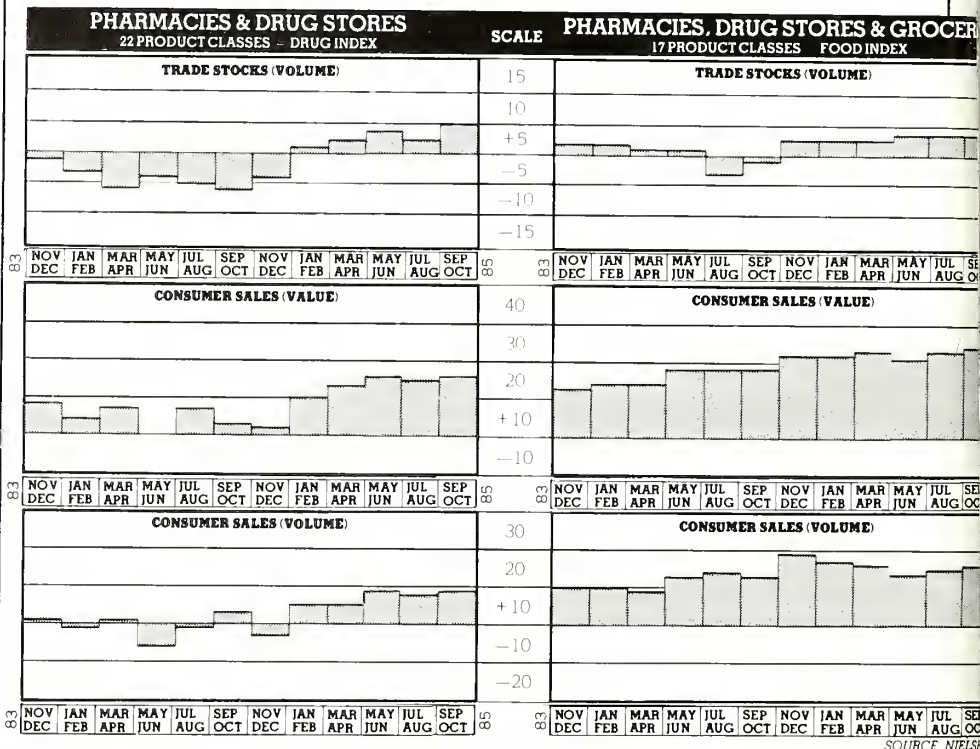
Trade stock volume in pharmacy outlets went up by 3 per cent in May/June, 2 per cent in July/August, and 4 per cent in September/October this year. Stocks in the grocery sector stayed at a 3 per cent increase in March/April and May/June, with a 4 per cent rise in July/August and only 2 per cent in September/October.

Unit sales for Nielsen's pharmacy category items were up by 9 per cent in May/June 1985; 8 per cent in July/August, and 9 per cent again in September/October. On a cash sales basis, figures for the same periods show growths of 16 per cent, 15 per cent and 16 per cent. Nielsen's figures for the pharmacy and grocery categories together show a 14 per cent rise in May/June, with 15 per cent and 16 per cent increases in July/August and September/October.

In cash terms, sales for pharmacies, drug stores and grocers rose by 21 per cent in May/June, followed by 23 per cent and 24 per cent for the next two periods in comparison with 1984.

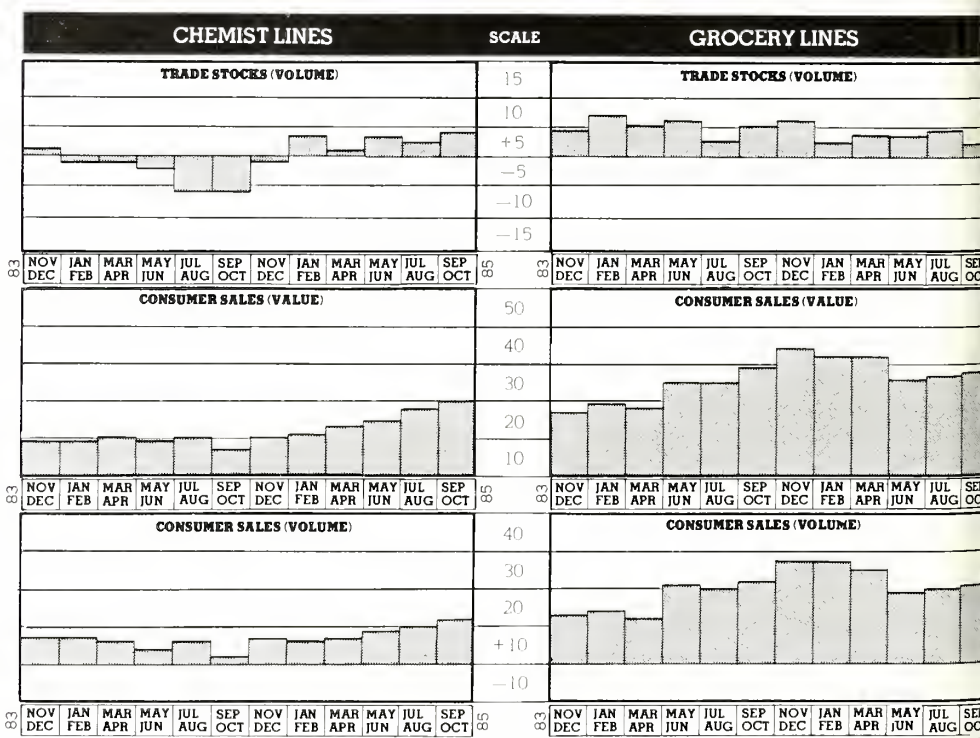
Trade stocks for the drug outlet category have gone up by 5 per cent in September/October (following increases of 3 per cent and 2 per cent for May/June and July/August). The food index shows stocks at a 3 per cent increase for all three periods.

MARKET TRENDS PERCENTAGE CHANGE ON ONE YEAR AGO



SOURCE: NIELSEN

PHARMACIES & DRUG STORES v GROCERS



SOURCE: NIELSEN

A.H. Robins sell plant to Gx after list losses

A.H. Robins are selling their manufacturing plant at Langhurst, Horsham, Sussex to Gx Ltd for an undisclosed sum, blaming the move on the limited list.

Production of Robins' prescription, OTC and veterinary products will continue under the new ownership, supplying Robins' established distribution and marketing set-up.

Frank J. Stumpf, managing director of A.H. Robins says that the reorganisation is a tactical response to the limited list. "We have consistently said that about 45 per cent of our former NHS volume was lost by the limited list.

"However, our firm, long-term strategic objectives of maintaining a strong marketing presence in this country are unaltered."

Mr Stumpf says that the sale of the plant will release investment resources for expansion of prescription and OTC product ranges through chemists, and the Willows Francis products for the veterinary profession. Robins' administration, marketing, distribution and research activities will remain on the

present site.

The agreement, which is subject to formal contract and associated planning approvals from the local council, will safeguard the jobs of the 50 to 60 production staff and, say Glaxo, lead to a modest increase in job opportunities in the area in the future.

Gx managing director David Moffatt hopes the plant will be operational producing Gx products by March next year. "Gx Ltd is a rapidly growing company within a rapidly growing sector of the industry and we are pleased to have come to an agreement with A.H. Robins. Ours is a very competitive sector of the pharmaceutical business and Gx, together with Evans Medical, gives the Glaxo Group a leading position in this sector, and with the help of the Langhurst factory we look forward to increasing this lead."

□ Better news for Robins came with the announcement of a 70.6 per cent increase in sales for the consumer products division to the year ending November 30, putting the turnover of the brands at £5.1m at rrp. Virtually all brands are said to be growing with the Robitussin range contributing heavily.

Bid for Beecham? Rumours abound

The £3bn bid for Beecham by Unilever is still the subject of speculation and argument.

The manoeuvre would be too complicated for Unilever with its limited acquisition experience, according to a City stockbroker. The Monopolies Commission would be called in because of the size of the two companies and the "public interest" consideration in taking over a drug manufacturer, he suggests. In the US they are the two market leaders in toothpastes and would run up against anti-trust laws.

Although Beecham's pharmaceutical activities are incompatible with Unilever's other product lines, the company could seek outside help in coping with the drug manufacturer, according to the *Observer*. It suggests they have had talks with Smithkline Beckman with a view to their taking an interest in that side of the business if the takeover was successful.

"Merger mania" was blamed for the rumours by a Beecham spokesman who

would not comment further on the speculation. And Unilever have also refused to make any comment on the current market situation.

Bellair take C&K range

Bellair Cosmetics have taken over the Theta range of nail care products from Colson & Kay, and will be handling its distribution as well as sales and manufacture.

This month has seen the Ciba takeover of the Piz Buin range of sun preparations (see *C&D* September 14) and other Colson & Kay ranges have been sold off to Carronshore and Victor Mens Toiletries. Negotiations are taking place with an American company for the takeover of the Shepherd's Heath range. Despite leaving the pharmaceutical sector — managing director Nigel Kay says that for family reasons he wishes to "seek pastures new" — Colson & Kay are continuing to operate in unrelated areas, such as soft furnishings.

High Street — high competition

Retail competition on the High Street has never been fiercer, with areas of high growth including electrical and recreational goods.

Most of the competition is due to people spending more income on housing and services, and consumers are devoting a smaller proportion of each rise in real incomes to food, tobacco, books and newspapers, say Barclays Bank in "UK retailing: the changing face of the high street."

The most significant change in retail trade has been the growth in importance of multiple retailers, who have virtually doubled their market share over 25 years. The independent retail share has fallen by almost 25 per cent. But multiples are now finding it harder to gain more at the expense of the independents. Barclays believe this has led to new company strategies, including price discounts, expansion, mergers and moves into other product areas.

More superstore developments will follow population shifts away from industrial areas, predicts the review. And the emergence of new specialist retail outlets like computer stores is stimulating more competition for traditional High Street sites.

Freshtex finds Dutch partner

Negotiations are nearly complete for a marketing partnership between Freshtex and an unnamed Dutch company.

Freshtex — the consumer division of Courtaulds subsidiary Bonded Fibre Fabrics — hope to increase their personal care range for the own-brand market. They already have cleaning and baby care products, and say the extended range is likely to include feminine hygiene and cotton wool products, first aid and decorated cotton buds.

An official announcement is expected in January.

The Manly Company has been bought by Mr and Mrs Withycomb of East Sussex. They hope to extend the company's ranges and increase awareness through advertising. The company is now based at PO Box 61, Northiam, Rye, East Sussex TN31 6LZ.

Glaxo hold talks on Farley sale with Boots

Glaxo are discussing the sale of their subsidiary Farley Health Products to the Boots company. (C&D November 30, p1030).

The development of Farley "fits better within the broad international consumer marketing activities of Boots," say Glaxo, because the business is outside the mainstream pharmaceutical interests of the group.

The company has already transferred a number of products from Farley to Evans Medical, including Haliborange and Mycil. Farley's main products now are Ostermilk, Farley's rusks and Complian. A possible purchase price suggested by the *Financial Times* is around £40m.

Glaxo have also sold off Vestric and Eschmann, as well as a hospital furniture-making business. "None were obvious contenders to stay for further development within the group," said a spokesman. The company denied that it is heading towards a complete concentration on prescription products. "All our medicinal products represent the mainstream business. We think in terms of medicines — but not necessarily just prescription."

Boots say their aim is to strengthen both the pharmaceutical and OTC areas, but particularly consumer products. Their UK consumer marketing is handled by Crookes Products. Negotiations about the sale are expected to come to a conclusion early next year.

Defences up in generic battle

Four generic manufacturers — APS, Cox, CP and Thomas Kerfoot — have joined forces in an advertising campaign in the medical Press to counter that of Gx Ltd.

In "The whole truth about generics" the four point out the savings to be made by prescribing generically. As for questions of quality, "branded generics offer no advantages over British manufactured unbranded generics. All pharmaceuticals from British manufacturers are subject to stringent controls on quality, safety and efficacy by the DHSS inspectorate and product licensing authorities."

The advertisement ends with a recommendation for doctors to ask local pharmacists what they stock. "Rx generically — your pharmacist is qualified to do the rest."

Lastonet up for sale?

Coats Patons are considering selling off Lastonet Products, and have had "a number of approaches."

Lastonet managing director Alan Barnard says approaches are being considered, but the interested parties could not be named.



Forging links with the Eastern bloc — a parliamentary delegation from the Hungarian People's Republic visited Napp Laboratories on the Cambridge Science Park on December 5. Left to right, Mrs Ilona Cservenka, vice-president of the Hungarian National Assembly, Mr Stewart Leslie, research director of Napp Laboratories and H.E. Dr Matyas Domokos, the Hungarian Ambassador in London

The Department of Employment is raising the limit on pay for calculating redundancy payments, some unfair dismissal awards and insolvency payments. From April 1, the week's pay limit for these calculations will go up from £152 to £155.

The Department of Trade's October retail sales index (1980 = 100) shows a year on year rise of 16 per cent to 173 for dispensing chemists (NHS receipts are excluded). The figure for all businesses rose 7 per cent to 150.

Wellcome hopes for OTC drive

Wellcome chairman Alfred Shepperd says the advantage of Sudafed staying prescribable has been "more than offset by the loss of Actifed as an NHS prescribable product."

The company has put a lot of hopes in the TV advertising — running through this year's cough and cold season — which was designed to boost Actifed's OTC image. Reporting on the campaign, a Wellcome spokesman said the company was "very pleased" with progress and that results were "in line with our expectations" — although the company could not give any figures.

Major media backing for Actifed and Sudafed in the USA have pushed OTC sales from \$68m in 1982-3 to \$150m and brand leadership.

North American operations were the main contribution to Wellcome's record profits this year — the last full year before they go public. The US accounted for 73 per cent of their £122m profits (up by 37 per cent) and 45 per cent of turnover — which broke the £1bn mark for the first time. Zovirax sales worldwide more than doubled. Wellcome launched no new products this year and none are planned for 1986. Instead they say they are opening new markets and reformulating existing lines.

The stock market flotation is aimed for late January. The Wellcome Trust will put 20 per cent of its 100 per cent shareholding in Wellcome up for sale, and Wellcome offer an extra 5 per cent of new shares. Mr Shepperd denies that any buying is planned. If there were any, he said, it would be "a genuine 'intellectual' acquisition, close to the periphery of the industry."

CGM move up by four

Packaging consultants CGM Ltd have moved into headquarters four times bigger than their two previous premises combined.

The base, at 37 Great Guildford Street, London, has more package testing facilities and the company plans to add compression, vibration, and drop testing to this sector.

The consultancy opened a full-time office in Paris early this year, and is also considering a similar venture in the USA.

Chemist & Druggist 14 December 1985

David Mair: the first six months

It is proving difficult to persuade Government to acknowledge the importance of pharmaceutical wholesaling and the adverse knock on effect of Government policy in this sector, says David Mair, Unichem chairman, commenting on his first six months in office.

The most recent example of this is the discussions being held on original pack dispensing, without any initial wholesaling input.

Unichem's hospital business is still increasing, says Mr Mair. "It was never anticipated it would produce results quickly, but the interest shown is extremely encouraging."

Unichem has indicated its support for the elected representatives of pharmacy, particularly in discouraging pharmacists from forming splinter groups, he says, suggesting their opinions are more appropriately expressed through the acknowledged sources.

Co-operation with other European co-ops is gathering pace, and this has the potential for some interesting developments, says Mr Mair. Joint meetings with the German Co-op, Wiveda, and the Dutch group, OPG, are planned for early Spring.

MSC wants an age of training

Top managers do not tend to think their workforce needs more training — an attitude which "reflects complacency," says the Manpower Services Commission.

An MSC-commissioned report called "A challenge to complacency" says only a major change in employer attitudes can improve British training. Among measures suggested in the study to help matters are an individual training credit fund, to which employers and trainees would contribute; a national award for training; and a network of employer-led bodies to collect and supply information.

Monday, December 16

Southampton & District Branch, Pharmaceutical Society. Lecture room 'A', Postgraduate Medical Centre, Southampton General Hospital at 7.30pm. The staff of the department of pharmacy on "Hospital pharmacy today."

Tuesday, December 17

Crawley, Horsham, and Reigate Branch, Pharmaceutical Society. Redhill General Hospital at 7.30pm. "Spirit of the Highlands" whisky tasting distillers.

The College of Pharmacy Practice. Claybury Hall, Claybury Hospital at 7.30pm. Seasonal topics.

Wednesday, December 18

Liverpool Branch, Pharmaceutical Society. Duncan Building Lecture Theatre, Royal Liverpool Hospital, Daulby Street, Liverpool 3 at 8pm. Dr Mike Gluyas, physicist, University of Salford on "Musical squares — adventures in sound & music."

Advance Information

College of Pharmacy Practice. London area study day, Whipps Cross Hospital, Medical Education Centre, Whipps Cross Road, London E11, Sunday, January 12, 1986 at 10.15am till 4pm. "High technology medicine — the pharmacist's role in hospital and community." Further information from the Secretary, 1 Lambeth High Street, London (tel 01-735 9141).

North West Region, Analytical Division, Royal Society of Chemistry. ICI Pharmaceuticals Division, Macclesfield Works, Macclesfield at 7pm on Wednesday, February 12, 1986. "Novel approaches to the analysis of new drugs." There is a registration fee for this meeting. Further details may be obtained from the Analytical Division, Burlington House, London, telephone: 01-437 8656.

National Exhibition and Conference for Neighbourhood Retailing. Novotel London, Hammersmith, London, Sunday, March 2 to Tuesday, March 4, 1986. For further details contact Campaign Communications, Kelsey House, High Street, Beckenham, telephone: 01-658 0131.

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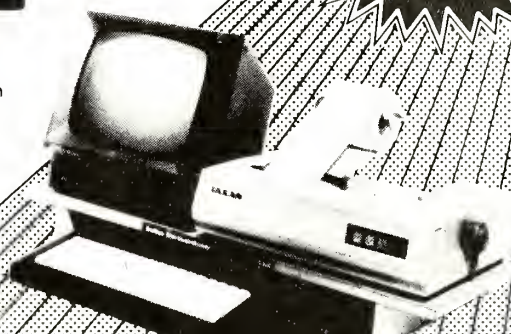


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Obituary: Charles Drummond

Mr Charles Gray Drummond, FPS, the eminent pharmaceutical historian — and a former Xrayser — died in Edinburgh Royal Infirmary on Tuesday.

Mr Drummond registered in 1925 and subsequently ran pharmacies in the Grassmarket and Lawnmarket, Edinburgh, trading as H.B. Wyllie. The fittings of the Grassmarket premises are now to be seen in the Pharmaceutical Society's Scottish Department headquarters in York Place.

On retirement he managed the Edinburgh business of J.D. Lunan, where he had served his apprenticeship, but finally ran the Gordon Drummond branch at Bo'Ness.

At one time involved in pharmaceutical politics and a member of the Scottish Executive, Mr Drummond later became a member of the Statutory Committee. His many contributions to the profession were recognised by the award of the Society's Charter Silver Medal, but in recent years he had perhaps been known through his unrivalled expertise on the history of pharmacy and medicine, particularly in Scotland.

Mr Drummond's "double life" as *C&D's* Xrayser columnist was a closely guarded secret for more than two decades from the late 1950s — a secret known to only one or two close friends who could not mistake the wit and erudition of his writing style. He leaves one son, Douglas Blair Drummond, MPS. *Fuller appreciation next week.*

Arthur Clarke

A link with the past has been broken with the recent death, at the age of 94, of Arthur Clarke.

Mr Clarke started work at the pharmaceutical Press when he left school — well before the First World War. He saw active service in the army in the Middle East, returning to Bloomsbury Square on demobilisation.

In 1921, he was amongst the staff George Arthur Mallinson took from the Pharmaceutical Society to set up the Retail Pharmacists Union — now the National Pharmaceutical Association. Some years later Mr Clarke was involved in the establishment of a new friendly society,



Mr Denis McG. Dougherty, MPSNI, was installed as president of the Ulster Chemists' Association by the outgoing president, Mr Terry Hannawin, MPSNI, on December 3. Mr Dougherty was educated at Rainey Endowed School, Magherafelt, co Derry, and qualified as a pharmacist in 1955. He worked for several years in the family business in Bellaghy, co Derry. Later he opened a pharmacy in Ahoghill and has been in practice for 27 years.

now known as the Pharmaceutical and General Provident Society. He remained in charge until his retirement in 1956, except during the 1939-1945 War when he was seconded to the Chemists' Mutual Insurance Company to "hold the fort" whilst his younger colleagues were away on military service.

It may perhaps interest those who qualified in the late 1950's to know that Mr Clarke took up the writing of Pharmaceutical Society certificates of registration as a part-time occupation in his retirement. If you have an old certificate in immaculate copperplate — it will be Arthur Clark's work.



C&D's Assistant of the Year Pat Cox, made local news last week when she appeared in the *Hull Daily Mail*. The newspaper covered how she won the £1,000 prize money and donated some of her prize money to charity. Shop manager Julie Haw laid on a champagne celebration.

Chesebrough-Ponds Ltd: The health and beauty aids division has been restructured. Julie Banfield and Mujib King are now group product managers — they have replaced Gaye Myatt and Toni Hilton. Karyn Jepson becomes product manager, Prince Matchabelli fragrances.

Horbury joins John Richardson

David Horbury, MPS, former superintendent pharmacist for Safeway, has joined John Richardson Computers Ltd as general manager.

Over the past four and a half years he has been responsible for opening 24 in-store pharmacies. This, together with previous experience as operations manager for Gordon Drummond's will provide the necessary management expertise, says the company.

John Richardson will remain as managing director and concentrate upon the development of new products and expansion of the company into other branches of the medical profession.

Unichem shuffle

Swansea pharmacist Stephen Newbury has been appointed to Unichem's Welsh regional committee.

Barrie Boots has joined Unichem's central operations team at Chessington. He used to be general manager of the Croydon branch, a position now filled by Peter Kant. Ray Durey, former operations manager at the Newcastle branch is now general manager there.

Bellair Cosmetics plc: Malcolm MacLeod, previously with Colson & Kay, joins as field sales manager (see also *Business News*).

Nordisk UK: John Mellowes, MPS, has been appointed manager, scientific communications. He has held previous appointments in retail pharmacy and with Richardson Vick, Boehringer Ingelheim and Novo Laboratories. Mr Mellowes is a member of the British Institute of Regulatory Affairs and a member of both the British and American Diabetic Associations, and the American Pharmaceutical Association.

Serono Laboratories (UK) Ltd: Peter Goldsworthy is the new general manager. He takes over from Luigi Margarito, who becomes chairman.

Tosara Products (UK) Ltd: Ken Humphreys has been appointed marketing director. He was formerly a group product manager with Farmitalia Carol Erba.

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